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THIS ISSUE:

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Rate Formula
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AAAA Session
Business is Good
Page 23

's Money
ublic Relations
Page 25

ed Rooster That
a Golden Egg
Page 26

ECASTING
on page 77

21ST
Newsweekly
Radio and
levision
year

MORE FOR LESS

Advertising dollars have to do double duty these days. And that's why more and more national advertisers are turning to W-I-T-H in Baltimore. Because on W-I-T-H, advertisers get MORE for LESS!

You get MORE listeners-per-dollar—*far* more!—than from any other radio or TV station in town. You get this huge, responsive audience at amazingly low cost. For profitable results, W-I-T-H is the real bargain buy in Baltimore.

Just call your Headley-Reed man. He'll give you all the facts.

The results station
Baltimore, Md.
W-I-T-H

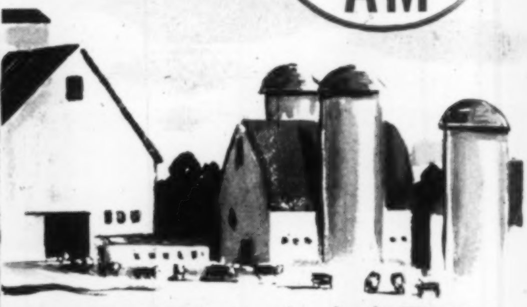
TOM TINSLEY, PRESIDENT — REPRESENTED BY HEADLEY-REED

PROFITABLE PROGRAMMING for YOU

Al Tiffany—Agricultural Specialist—conductor of FARM WORLD TODAY

11:30 AM

11:55 AM



A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET...

FARM WORLD TODAY!

. . . Presenting all the basic, up-to-date information needed in the *business* of agriculture, to one of the greatest farm radio audiences in the Midwest.

FARM WORLD TODAY, broadcast Monday through Saturday, 11:30-11:55 A.M., is an example of WLS specialized programming for a large and important selective market—those people, men and women, whose basic economy is dependent upon agriculture. Conducted by Al Tiffany, WLS Agricultural Specialist, FARM WORLD TODAY boasts one of the greatest farm radio audiences in the Midwest. They listen for information essential to the business of agriculture . . .

- New Crop Possibilities!
- Forecast of important crop and livestock potentials!
- Labor saving devices—weather—markets!
- Local, National and International news affecting agriculture!
- Projects of leading agricultural organizations—including farm women groups!

. . . all *important* to all members of Midwest farm families because of the growing significance of possible war economy; heightened interest in market reports; ever present concern over weather conditions, and the need to keep abreast of the very latest agricultural developments.

From *your* point of view, FARM WORLD TODAY offers tremendous commercial possibilities. Sold on an economical participation basis, this program's inherent prestige yields quicker acceptance and firmer belief in each sales message—begetting instant buyer action.

Through years of service to the vast agricultural industry, by such programs as FARM WORLD TODAY, WLS has emerged as the undisputed agricultural leader in the Midwest—the result of planned programming and service by the largest informed agricultural staff in radio.

Your Blair man has complete details on WLS agricultural leadership.

F. C. Bisson, Market Specialist, presents latest market information on FARM WORLD TODAY

The WLS rural market is big and important, with 1,738,370 radio families whose economy is so greatly dependent upon agriculture.

This market consists of:

11.5% of the nation's cash farm income

8.1% of the nation's farms

9.1% of the nation's cattle

15.6% of the nation's hogs

9.4% of the nation's poultry

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance **CHICAGO 7**

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Question: how far does...

$34 or $68 a week go on

WSAR

Fall River, Mass.

? ? ? ? ? ? ? ? ? ? ? ?

*Answer:**

For $34.00 a week—5 one-minute announcements—each with a guaranteed rating of 6.0 in Fall River and 2.0 in New Bedford.

Total Rating points—Fall River	30.0
Total Rating points—New Bedford	10.0

*Based upon a 52 week basis

*Answer:***

For $68.00 a week—10 one minute announcements—each with a guaranteed rating of 6.0 in Fall River and 2.0 in New Bedford.

Total Rating points—Fall River	60.0
Total Rating points—New Bedford	20.0

**Based upon a 20 week basis—lower yet if bought on a 52 week basis

WSAR is the only FALL RIVER-NEW BEDFORD station which delivers large audiences in both cities

5000W 1480Kc **WSAR** FALL RIVER, MASS.

National Representatives HEADLEY-REED COMPANY

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WDEL-TV
Television
The Sporting Scene...

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WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

at deadline

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for more **AT DEADLINE** turn page ➧

at deadline

CBS RADIO, OWNED STATIONS TAKE COVERAGE SERVICE

CBS RADIO and CBS-Owned radio stations Friday subscribed to audience measurement and coverage study to be conducted in spring of 1952 by Standard Audit & Measurement Services Inc. whose president, Dr. Kenneth H. Baker, was former research director of NARTB. Although CBS Radio was first network to subscribe, Dr. Baker said he had commitments from more than 300 stations.

At time he announced new project, Dr. Baker set deadline for initial subscriptions as of last weekend, but Friday he said he had extended this date to Dec. 1, at CBS Radio's request. Study which his firm will conduct will be along lines of circulation measurement done by now defunct BMB.

SPORTS PROMOTION GROUP APPOINTED BY RTMA

STEPS to promote local radio distributor activities on behalf of sports events will be worked out at first meeting of 19-man group named by Radio-Television Mfrs. Assn. Meeting will be held during Nov. 14-16 RTMA industry conference at Stevens Hotel, Chicago.

New group will operate as subcommittee of RTMA Sports Broadcasting Committee, according to J. B. Elliott, RCA Victor, chairman of committee. Series of 22 suggestions for RTMA member activities on behalf of sports has been sent out by committee. Manufacturers urged to include ideas to boost attendance at sports events in connection with national advertising copy. Local distributor groups being set up to aid local broadcasters, college athletic directors, sports promoters and others.

Members of new sports subcommittee are Dan D. Halpin, RCA Victor, chairman; Stanley M. Abrams, Emerson Radio & Phonograph Corp.; A. A. Brandt, General Electric Co.; Emerson Dikeman, Capehart - Farnsworth Corp.; William L. Dunn, Belmont Radio Corp.; Clifford J. Hunt, Stromberg-Carlson Co.; W. H. Kelley, Motorola Inc.; W. A. Mara, Bendix Radio; E. G. May, Sentinel Radio Corp.; J. K. McDonough, Sylvania Electric Products Inc.; R. J. McNeely, Hoffman Radio Corp.; John M. Otter, Philco Corp.; Stewart Roberts, Magnavox Co.; R. J. Sherwood, Hallicrafters Co.; R. P. Spellman, Arvin Industries; Walter L. Stickel, Allen B. DuMont Labs.; E. L. Taylor, Stewart-Warner Electric Division; L. C. Truesdell, Zenith Radio Corp.; J. F. Walsh, Westinghouse Electric Corp.

BAB COMMITTEE TO MEET

NOMINATING Committee of Broadcast Advertising Bureau under John Patt, of Richards stations, slated to meet in New York today (Monday) to nominate officers including board chairman. Edgar Kobak, consultant and station owner, who currently holds chairmanship, made clear when he accepted office he would serve only until bureau operations started to get off ground. He feels that stage now has been reached. BAB presidency, held by William B. Ryan, not involved in nominations.

In this Issue—

NBC uncovers some of the economics in its new economics plan. Story on *Page 23* and full description of new network rate formula on *Page 54*.

Radio-TV get a thorough exploration by American Assn. of Advertising Agencies at eastern meeting in New York. *Page 23*.

There's money in public relations, but broadcasters haven't learned yet how to exploit this field. *Page 25*.

Wayne Coy says radio and television had better clean up their own programming, or Congress will do it for them. *Page 27*.

Lawyers are shooting at what they say are holes in the NARTB television code. *Page 80*.

Radio networks are not only "eating their own young but devouring themselves in the process." Murray Grabhorn, speaking for station representatives, takes a big swing at current network practices. *Page 24*.

There are all kinds of crime on the air. See *In Review*. *Page 28*.

What's the timetable on the lifting of the FCC freeze and construction of new TV stations? An up-to-the minute forecast and situation report. *Page 79*.

FCC may relax its five-TV-stations-to-a-customer rule. *Page 85*.

A morning radio show makes friends and sells goods for a St. Paul department store. Read "The Rooster that Laid the Golden Egg." *Page 26*.

Ford Foundation workshop announces UN television series. *Page 29*.

Its color plans may have been knocked a-glimmering, but CBS-Columbia still wants more critical materials to build black-and-white sets. *Page 32*.

Texas broadcasters demand Sen. Benton withdraw his bill to establish government-sponsored radio-TV advisory board. *Page 98*.

Good Housekeeping surveys the effect of TV on other family habits. *Page 85*.

Civil Defense Authorities plan expanded use of theatre TV to teach local CD workers. *Page 80*.

Frieda B. Hennock will stick with the FCC. *Page 29*.

Upcoming

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadacol), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 10: BMI Canada Ltd., Program Clinic, Royal Alexandria Hotel, Winnipeg.

(Other Upcomings, page 32)

Closed Circuit

(Continued from page 5)

due to continued ill-health of CBC General Manager Dr. Augustin Frigon, who has held post since 1936. He was member of 1928-29 Royal Commission which recommended nationalized broadcasting set-up with privately-owned local outlets as now operating in Canada.

HAL HOUGH, program director of Fort Industry Co.'s WJBK-AM-FM-TV Detroit, slated to join ABC's WJZ-TV New York as program director about mid-November.

FCC SHORTLY will emerge with new lineup on multiple ownership of stations. There's prospect that FCC will retain present limitation of five VHF TV stations in hands of single entity, but that it might add two to three UHF licenses to spur development in newer TV spectrum (see story page 85). Under existing rules also, FM multiple ownership is limited to six but that figure expected to be raised to seven which also may be fixed for AM stations. AM now has had no formal limit. Provisions also to be made for calculation of minority holdings in each class of station so that partial ownership (less than control) will not be regarded as entire unit in any station class.

COMPLETION of final arrangements for Mutual-MGM tie-up, with MGM Radio Attractions furnishing MBS with six hours of "star entertainment" weekly [B•T, Sept. 24], expected any day. Target date for new programming still Nov. 19.

INDICATING FCC determination to move posthaste on TV allocations after freeze is thawed is current proposal that no hearing, once set, for contested cities, will be postponed unless they are overwhelming reasons. Also being considered is proposal for no appeal from examiners to Commission as whole on postponements.

FOR FIRST TIME in several years Snow Crop Frozen Foods, N. Y., returning to radio. Spot campaign starts Nov. 12 in six markets through Maxon Inc., N. Y. Firm continues to sponsor part of Saturday *Your Show of Shows* on NBC-TV.

EYEBROWS lifted last week with receipt of complaint on newspaper ownership in TV. Complainant, who also sent his epistle to President Truman, was Herbert Levy, Esq., Baltimore attorney and minority stockholder in WAAM (TV). Competitive TV stations in market, WMAR (TV) and WBAL-TV, are owned by *Baltimore Sunpapers* and *Baltimore News Post*, respectively.

REPORTS that Congressional Joint Recording Facility, operated by Robert Coar, ready to turn out TV film shorts for home consumption via Congressional financing regarded premature. Fact is Congress hasn't appropriated single cent—money will come from radio "reserve earnings." Facility, with help of Senate-House clerks, double-timing efforts for TV equipment delivery before Congress returns Jan. 8 in election year.

KJBS TO H-R REPS

KJBS SAN FRANCISCO has appointed H-R Reps., N. Y., as exclusive representative in national field, effective Jan. 1.

for more AT DEADLINE see page 114

WKDA

NASHVILLE TENN.

FIRST IN NEWS

FIRST IN MUSIC

FIRST IN SPORTS

HOOPER *RADIO* AUDIENCE INDEX

CITY: **NASHVILLE, TENN.** CITY ZONE MONTH: **AUGUST, 1951**

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS IN USE	STATION **WKDA**	STATION A	STATION B	STATION C	STATION D	STATION E	OTHER AM & FM
MON. THRU FRI. 8:00 A.M.–12:00 NOON	16.3	**23.2**	24.7	12.9	1.9	18.8	17.6	0.8
MON. THRU FRI. 12:00 NOON–6:00 P.M.	15.0	**21.6**	23.9	14.0	3.9	7.7	26.4	2.6
SUNDAY 12:00 NOON–6:00 P.M.	18.8	**45.7**	7.0	16.1	5.0	11.6	13.2	1.4
SUN. THRU SAT. EVE. 6:00 P.M.–11:00 P.M.	15.7	**36.1**	18.6	11.1		8.5	24.6	1.0

TOM BAKER, GENERAL MANAGER

THE BOLLING COMPANY • NATIONAL REPRESENTATIVES

they say it's a television age, BUT...

WIBC Indiana's *first* and *only* 50 KW radio station

has increased its share of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC

The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

John Blair & Company, National Representatives

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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*Reg. U. S. Patent Office

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Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.

GO YANKEE

GO HOME-TOWN WITH THE YANKEE HOME TOWN FOOD SHOW

Yankee Home Town Food Show
with
Ruth Mugglebee
Woman's Editor
Boston Record-American
and Sunday Advertiser
and
Bill Hahn
Yankee Radio
and TV Personality
Monday thru Friday
1:15 — 1:45 P.M.

With Yankee Home Town Stations, you're assured of *local impact — local acceptance* — with a saturating coverage spreading over the entire city and suburban trading area!

Take, for example, the Yankee Home Town Food Show, a participating program of *proven* effectiveness! National advertisers are using this program *regularly* — are finding local impact plus local acceptance a hard-hitting, hard-selling team! . . .

Plus a merchandising plan exclusive and distinctive in New England.

Go Yankee! Go Home-Town — with the Yankee Home Town Food Show!

Among the advertisers using Yankee Home Town Food Show regularly are:
AMAZO
LOG CABIN SYRUP
SWEECO
LA CHOY PRODUCTS
GERBER'S POPCORN
LOUIS L. LIBBY
Precooked Frosted Seafoods
HABITANT SOUPS
AM. SOAP-FILLED PADS
WHEATENA
BOTANY YARNS
MODENE
GLENWOOD RANGES

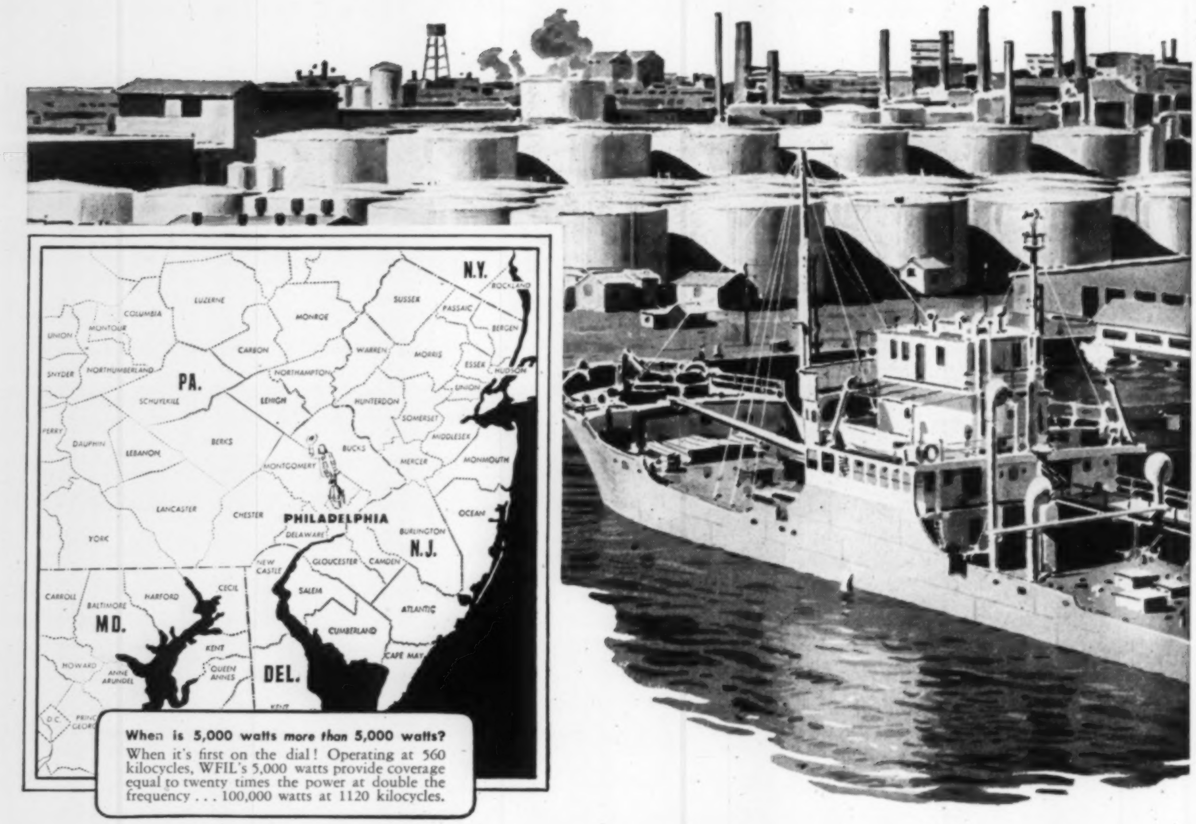
THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

You'll "Strike Oil" in CHESTER .

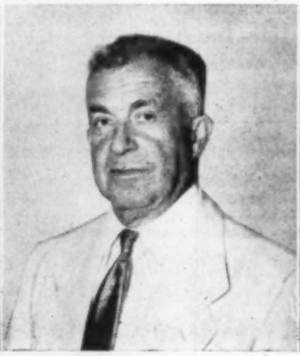
WFIL-


N.Y.
ROCKLAND
SUSSEX
PASSAIC
BERGEN
LUZERNE
COLUMBIA
MONTOUR
UNION
MONROE
CARBON
WARREN
MORRIS
ESSEX
HUDSON
SNYDER
NORTHUMBERLAND
PA.
NORTHAMPTON
UNION
SCHUYLKILL
LEHIGH
HUNTERDON
SOMERSET
PERRY
DAUPHIN
LEBANON
BERKS
BUCKS
MIDDLESEX
MONTGOMERY
MERCER
MONMOUTH
LANCASTER
CHESTER
PHILADELPHIA
OCEAN
YORK
DELAWARE
BURLINGTON
N.J.
NEW CASTLE
GLOUCESTER
CAMDEN
CARROLL
BALTIMORE
HARFORD
CECIL
SALEM
MD.
ATLANTIC
CUMBERLAND
KENT
HOWARD
ANNE ARUNDEL
QUEEN ANNES
DEL.
CAPE MAY
KENT
D.C.
PRINCE GEORGES

When is 5,000 watts more *than* 5,000 watts?

When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

R. L. BURKE, Shipbuilder—He heads Sun Shipbuilding and Drydock Co., one of 80 Chester industries which pay $27,000,000 in annual wages.



MYER PRESSMAN, Clothier—Apparel is a $12,000,000 business for 99 Chester clothing stores like Murray's. He tunes regularly to WFIL.

ELSIE C. Q. JONES, Housewife—Hers is one of 19,000 Chester homes where radio is standard equipment, where WFIL can sell your product.

DR. PHILIP GERBER, Optometrist—He knows prosperous folks care for their health. Chester's $1,557 per capita income is far above normal.

...and Riches in ALL of

adelphia

...America's 3rd Market

Get Ahead in Chester...

"What Chester Makes Makes Chester," says Pennsylvania's oldest town. Today, for all America, Chester makes ships, textiles, paper, steel, refined oil and a hundred other products. What does this make Chester? A high income city, with better than 55 per cent owner-occupied homes . . . a thriving market town of 65,000 with retail sales of $82 million, family income 30 per cent above national average. And in Chester, more people listen regularly to WFIL than to any other station, says BMB. Make Chester yours. Schedule WFIL.

...Lead in All 14 Counties

Chester is just one city but it represents the quality of the entire 14-County Philadelphia Retail Trading Area . . . where WFIL's signal penetration is strongest. Here, in the nation's third largest market, are 4,400,000 people . . . $6 billion in purchasing power. Here, two out of three families are consistent WFIL listeners. And WFIL takes you into a vast bonus zone, far beyond the 14 counties. Total coverage: an area with 6,800,000 people, more than $9 billion in buying power. To capture this market, schedule WFIL.

CHARLES J. NOLAN, Contractor—Chester's still a-building, Mr. Nolan can testify. New industry, new homes . . . new customers for you.

HERMAN S. FELDMAN, Wholesaler—Manager of the Chester Wholesale Grocery Co., he helps supply 353 city grocers. He is a WFIL fan.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

TWO winners of KOWH Treasure Hunt—Mr. and Mrs. Jack Sanchez (c)—give listeners their reactions while Gaylord Avery (l), program director, and Announcer Jim O'Neill look on.

PULLING power of radio was demonstrated fortnight ago by KOWH Omaha with a treasure hunt that drew 10,000 prize-seekers—and, not incidentally, an unexpected arrest for General Manager Todd Storz.

The station asked participants to write in for stickers in advance of the contest and to fasten them to the back of their cars. KOWH offered prizes of $50, $100 and $250 for lucky finders.

The contest got underway Oct. 21 at 2 p.m. and continued for three hours, with the treasures hidden at various spots in Omaha. Clues were aired from a KOWH mobile unit and a loud speaker also was set up in each treasure hunt area. The contest was divided into three parts.

The turnout was so great that, despite employment of extra policemen, cars were caught in a huge traffic jam in downtown Omaha. Extra police were dispatched to break up the jam at the Douglas St. bridge bordering the Nebraska and Iowa sides and at other intersections.

In attempting to clear up the snarl, one officer directed Mr. Storz to leave the caravan. When the KOWH general manager declined to "cooperate," he was hustled off to police headquarters.

Mr. Storz was released on a $10 bond and asked to reappear. He forfeited the bond, however, and presumably charged it up to experience—and promotion.

Sums of money were planted in the Playland Park in Council Bluffs (on the roller coaster beams), in a tree at Omaha's Riverview Park and beneath some sod at the KOWH transmitter at 60th and Redman in the city.

Despite his arrest, Mr. Storz was not bitter. "I think that the fact that well over 10,000 turned out for this event speaks well for the pulling power of radio general," he declared.

strictly business

M. ANTHONY MATTES

ASK Tony Mattes what his hobby is and he answers without hesitation: "Advertising."

As advertising manager for Standard Oil Co. of California he is in an enviable position to pursue his hobby and make a living at it, too.

Under his direction is one of the largest advertising accounts in the West. The exact amount of the company's advertising budget is confidential. But in addition to being one of the largest, it also is one of the most varied, being split many ways to support campaigns in numerous media and regions.

One of the largest items of the budget, about 22%, goes to radio. It supports more than 125 hours per week on a string of stations covering the oil company's market area from the Mexican border to Nome, embracing seven western states, Alaska and Hawaii. Next year, when the company enters television on a permanent basis (Standard tested the new medium in 1947 by sponsoring Los Angeles baseball games) an additional

(Continued on page 72)

"to have and to hold..."

and maybe we could continue the parallel with "from this day forward." Once they're wooed and won as a W L A V client, they live with us happily ever after.

The truest testimony to the power of radio and W L A V is the following partial list of long-time clients:

11 YEARS
Boston Store
Mich. Gas Co.
Holsum Bread

10 YEARS
Bennett Fuel
Burkholder
Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

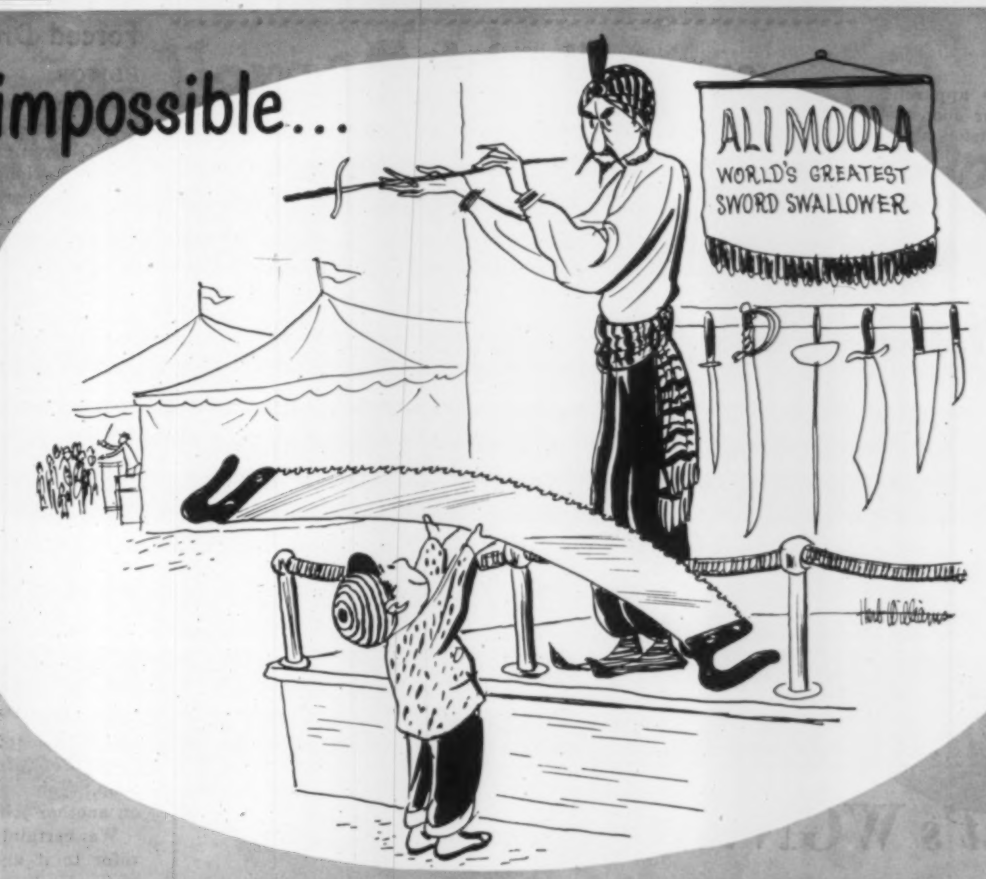
9 YEARS
Economy Shoes
Fox Brewing Co.
Sears Roebuck
Texas Company

8 YEARS
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Co.

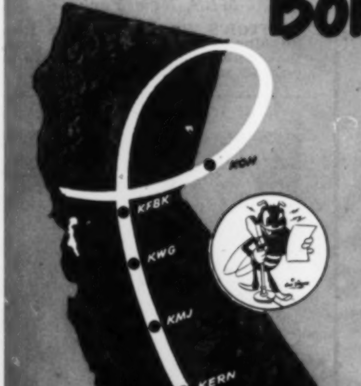
"from this day forward . . ."
once on WLAV,
always on WLAV,

WLAV
Grand Rapids, Mich.
AM-FM
ABC for
Michigan's Second Market

It's impossible...



...as impossible as covering California's **Bonanza Beeline** with outside radio



Swallow the Bonanza Beeline and you really swallow something; all of *inland* California plus western Nevada—an area larger than Pennsylvania and Michigan combined . . . with more people than Los Angeles . . . more buying power than Detroit . . . higher total retail sales than Philadelphia.*

But don't expect to do the trick with outside radio stations — even far-reaching San Francisco and Los Angeles stations. The inland Beeline is an *independent* market where people prefer their *own* strong stations. Remember, too, that so far TV is no selling factor in this area.

Be sure, then, that you use on-the-spot radio stations—the five BEELINE stations. With all five, you digest the whole market. With each one, you cover a major Beeline trading area. For example . . .

KWG STOCKTON

Serves 69,000 radio families in its 2-county radius. Has a BMB home-city total weekly audience of 69% daytime, 67% at night. (And Stockton, according to Sales Management's recent survey, is the nation's No. 1 test city in its population class!)

**Sales Management's 1951 Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

open mike

Nosegays

EDITOR:

When it first became apparent that we were headed for sponsorship of a network television show I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that BROADCASTING • TELECASTING gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Dick Sierk
Adv. & Sales Prom. Mgr.
Ironrite Inc.
Mount Clements, Mich.

[EDITOR'S NOTE: Ironrite sponsors "Hollywood Screen Test," Monday 7:30-8 p.m. on ABC-TV.]

* * *

EDITOR:

I congratulate [you] on the article which appeared in BROADCASTING • TELECASTING for Oct. 8. It was entitled "Radio: Our Prodigal Son." . . .

The only thing wrong with your carrying of this article was that you didn't feature it in four colors.

Please accept my congratulations and, if you wish, convey them to Mr. [Tom] Hotchkiss [manager of Viking Network and author of the article] for this practical exposition on what is wrong with radio.

J. B. Maurer,
Sales Manager,
WHK Cleveland

* * *

Busy Signal

EDITOR:

I tried to get Stan Pulver last Monday, when the issue came out, to tell him that I recognized his picture in the house ad that you ran on the YEARBOOK.

Mr. Pulver told me that his telephone was tied up all Monday with calls coming in from persons who were doing the same thing. It proves that BROADCASTING • TELECASTING must be read.

Sylvan Taplinger
Kenyon & Eckhardt
New York

[EDITOR'S NOTE: It also proves that Mr. Pulver's face is famous. The former Dancer-Fitzgerald-Sample executive who last week became director of radio and TV media for Lever Bros. was not identified in the ad.]

Forced Draft

EDITOR:

. . . I was interested in the story on page 62 of the Oct. 15 issue that WIRO [Iron City, Ohio] had made a construction record in its recent building program.

I thought you might be interested to know that when I started WMRN [Marion, Ohio] in 1940 we broke ground Nov. 19 with a horse-drawn dragline for the start of the excavating and we were on the air Dec. 23 at 2 p.m. I might say that I would never try it again, because I practically ran around with a whip in my hand forcing the bricklayers to lay bricks a little faster and the carpenters to add that extra nail. . . .

Robert T. Mason
Pres. & Gen. Mgr.
WMRN Marion, Ohio

* * *

Lost and Found

EDITOR:

Your 1951 "Map of Broadcasting" is one of the most valuable sources of information around our shop. You are to be congratulated on another job well done.

We certainly have occasion to refer to it and to date have discovered only one omission—WMLT the Mutual station in Dublin, Ga. I thought you might want to make note of this for future reference.

Robert A. O'Connor
Manager of Station Information
MBS, New York

[EDITOR'S NOTE: Apologies from a flubbing cartographer and a promise that Dublin and WMLT will be back on the map next year.]

ADMIRING trophies to be presented to winners of the annual awards competition at the National Assn. of Radio News Directors convention in Chicago Nov. 12-14 are (l to r) Prof. Fred Whiting, Radio Div., Medill School of Journalism, Northwestern U., and Prof. Baskett Mosse, chairman of the NARND Awards Committee. Medill donated trophies, to be rotated among winners from year to year. Awards will be made at convention banquet Nov. 14 at Hotel Sherman.

In Chicago, it's WGN . . . **5 to 1!**

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."

WGN . . . Your Basic Buy

. . . reaching more homes per week than any other Chicago station

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

Cleveland's Name Jockeys Around the Clock!

11

ED STEVENS—His noon ➤ program "Lunch with Stevens" is beamed to adults, both at home and in the office, and boasts a big, loyal, buying audience. A sincere, highly effective radio salesman, with a fine record of sponsor successes.

1

PHIL McLEAN — A deep, pleasant voice, informal manner, and a smart selection of music make McLean popular with Cleveland listeners. His personal appearances at group meetings, have promoted both himself and his sponsors. A radio salesman of the highest type. ▼

10

2

9

3

▲ **DON CORDRAY** — Former NBC network announcer. New York personality for five years. Popular skipper "Port of Missing Hits."

JERRY CROCKER—One of the city's cleverest personalities. His late night show is a "never-know-what-to-expect" type program, attracting listeners of all categories. Jerry's underwater interview with a nightclub entertainer recently brought him national attention. ▼

BILL RANDLE—Referred to by Cleveland papers as the "King of Disc Jockeys." Was first in the annual Cleveland Plain Dealer poll. Exclusive personal appearances of the stars on "The Bill Randle Show."

8

4

◀ **TOM EDWARDS**—A newcomer to the staff, this Milwaukee carrot-top has already become a recognized voice in Cleveland radio. His friendly personalized delivery has sponsors asking for him.

6

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE

VITAL NORTHEASTERN OHIO

new business

Spot • • •

STOPPERS Inc., N. Y. (Stoppers for breath), Nov. 5 (today) starts additional radio campaign using early morning spot announcements for four weeks. Agency: Donahue & Coe, N. Y.

INTERSTATE BAKERIES Corp., L. A. (Weber's Bread), today (Nov. 5) starts intensive four week spot campaign on 15 radio and two TV stations in Southern California area. Spots totalling approximately 3000 over entire period running on seven Los Angeles stations. Agency: Dan B. Miner Co., L. A.

LAKE OF THE WOODS MILLING Co., Montreal (Five Roses Flour), starts local five-minute quiz shows on eastern Canadian stations. Agency: Walsh Adv. Ltd., Montreal.

Network • • •

CARNATION MILK Co., Toronto (Carnation milk), starts *Stars Over Hollywood* on 34 Dominion network stations, Sat. 12:30-1 p.m. Agency: Baker Adv., Toronto.

ALUMINUM Co. of AMERICA, Pittsburgh, to sponsor *See It Now* on CBS-TV starting Dec. 2 (Sun. 3:30-4 p.m. EST). Produced by Edward R. Murrow and Fred W. Friendly as TV successor to their radio *Hear It Now*, program starts Nov. 18. Agency: Fuller & Smith & Ross, N. Y.

CANADIAN INDUSTRIES Ltd., Montreal (chemicals & paints), starts for 26 weeks *Le Cure de Village* on 8 French network stations, Thurs. 7:30-8 p.m. Agency: Cockfield, Brown & Co., Montreal.

PROCTER & GAMBLE (Tide, Camay, Drene) to sponsor *Those Two*, starring Vivian Blaine and Pinky Lee, over NBC-TV Mon., Wed. and Fri. (7:30-45 p.m.) EST beginning Nov. 26. Agency: Benton & Bowles, N. Y.

McCOLL-FRONTENAC OIL Co., Montreal (Texaco products), Dec. 1 starts *Metropolitan Opera* from ABC on 39 Trans-Canada stations, Sat. 2-5 p.m. Agency: Erwin, Wasey of Canada Ltd., Montreal.

CANADIAN INDUSTRIES Ltd., Montreal (chemicals and paints), Oct. 28 starts for 26 weeks *Singing Stars of Tomorrow* on 38 Dominion network stations Sun. 9-9:30 p.m. Agency: Cockfield, Brown & Co., Montreal.

Agency Appointments • • •

PERFUME IMPORT CO. announces appointment of Fradkin Adv., N. Y., to handle its radio advertising. Spot radio schedules for national campaign now being placed.

R. B. SEMLER, Inc., New Canaan, Conn. (Kreml Hair Tonic, Kreml Kreme, and Kreml Shampoo), appoints Monroe F. Dreher Inc., N. Y., to handle national advertising effective Jan. 1, 1952.

DRUG DISTRIBUTORS Inc., S. F., subsidiary of Drug Services Corp. of Texas, appoints Umiland & Co., S. F., to handle advertising. Radio will be used. Ted Slade is account executive.

Adpeople • • •

SELMA MADRIN ANDREWS, manager of Hotpoint Institute, Home Economics Dept., Hotpoint Inc., Chicago, appointed director of consumer services for Nesco Inc., Chicago.

OUTSTANDING community service during summer floods was the basis for a Veterans of Foreign Wars award to KLWN Lawrence, Kan. Accepting plaque on behalf of staff from Charles Coffman (r), VFW Post 852 commander, is Arden Booth, KLWN manager. Citation lauded KLWN for flood coverage through 67 consecutive hours of broadcasting, despite fact KLWN is daytime-only station. It had been on the air less than six months—since Feb. 22, 1951—when facilities were pressed into emergency action.

THE BRANHAM COMPANY

representing

RADIO	
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

THE TRIBUNE COMPANY
ANNOUNCES THE APPOINTMENT

OF *George W. Harvey*

AS GENERAL MANAGER OF

WFLA am-fm
TAMPA, FLORIDA

George W. Harvey, for many years with WGN-AM and TV, Chicago, has been named General Manager of WFLA-AM and FM, the Tribune Company's radio properties in Tampa, Florida. Mr. Harvey took over his new duties on November 5th.

George W. Harvey has had wide experience in radio and television. He served as Eastern Sales Manager of WGN for five years, 1944-48, with offices in New York. For the last three years, he has been Sales Manager of WGN-TV.

WFLA is a 5000 watt regional station, operating on 970 kilocycles. It was established in 1925, and has been the NBC Network outlet for the Florida West Coast for over 20 years. WFLA-FM was started in 1948. Application for a TV station was made several years ago.

The Tribune Company also publishes the Tampa Tribune, the largest daily and Sunday newspaper on the Florida West Coast.

The Tampa Tribune Stations

WFLA AM FM

NBC AFFILIATE
5000 WATTS DAY AND NIGHT

TAMPA, FLORIDA
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS, JACKSONVILLE, FLA.

A QUARTER-CENTURY of FARM BROADCASTING

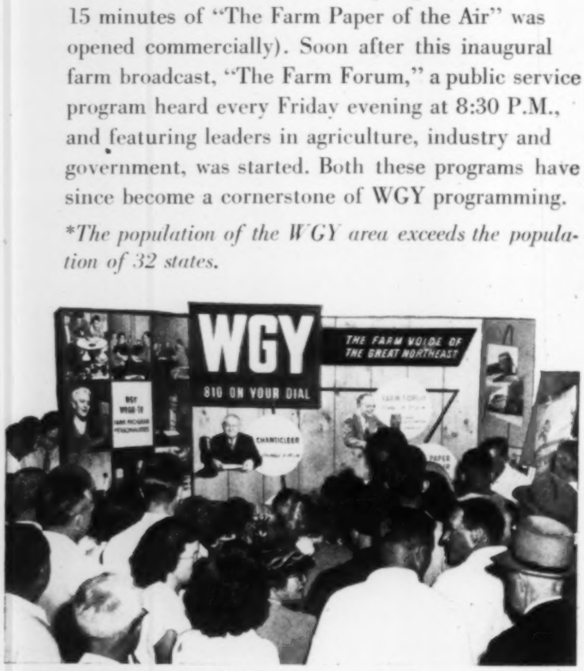
"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

During this period of WGY's 29-year history, the 603,660 rural radio families, in addition to the thousands of city-dwellers who have gardens in the 17th State*, have relied on WGY's farm broadcasts for valuable advice and information.

WGY is writing history every day with its farm programming; adding more remote broadcasts to the 600 already conducted; receiving more mail to add to the staggering 1,000,000 pieces already received; and visiting farms and 17th State farmers to gather material for more transcribed broadcasts.

WGY's first farm broadcast was "The Farm Paper of the Air," which has "gone to press" 8000 times since November, 1926. (This Spring the last 15 minutes of "The Farm Paper of the Air" was opened commercially). Soon after this inaugural farm broadcast, "The Farm Forum," a public service program heard every Friday evening at 8:30 P.M., and featuring leaders in agriculture, industry and government, was started. Both these programs have since become a cornerstone of WGY programming.

*The population of the WGY area exceeds the population of 32 states.


WGY
THE FARM VOICE OF THE GREAT NORTHEAST
810 ON YOUR DIAL
CHANTICLEER

Typical of WGY's listener loyalty is this crowd which watched a Farm Paper of the Air broadcast from the station's Farm Broadcasting Exhibit Booth at one of New York State's county fairs this summer.

WGY THE CAPITAL OF THE 17th STATE

A GENERAL ELECTRIC STATION—*Represented Nationally by NBC Spot Sales*

agency

DAVID J. MAHONEY, vice president Ruthrauff & Ryan, N. Y., resigned to form his own agency, David J. Mahoney Inc., same city, effective Jan. 1. At that time, the new agency will handle advertising for Garrett & Co. Inc., Brooklyn (Virginia Dare and Garrett wines), presently represented by Ruthrauff & Ryan with Mr. Mahoney as account executive.

BENNETT BATES, advertising manager of Anahist Co., Yonkers, to Dowd, Redfield & Johnstone Inc., N. Y., as vice president and copy director. Mr. Bates was formerly vice president and creative director of Erwin, Wasey & Co.

ED PIERCE, director-producer KFI-TV (now KNXT) Los Angeles, to Geoffrey Wade Adv., Hollywood, as assistant to **FORREST OWEN Jr.**, radio-TV director.

RUSH HUGHES, writer-commentator, to Lynn Baker Inc., N. Y., as director of radio and TV.

S. SEWARD (Bud) SPENCER, radio-TV director Walter McCreery Inc. Beverly Hills, Calif., to advertising staff *Western Family* magazine, Hollywood.

on all accounts

EXPERIENCED in detonating advertising bombs, Edward G. Smith set off the chain reaction which resulted in formation of the Advertising Council.

Now director of ABC's radio network at the Central Division, he was then radio-television production manager for General Mills, Minneapolis.

Deluged with petitions for free advertising from various worthwhile groups, he called a meeting in Washington with Treasury Dept. officials shortly before the outbreak of World War II and invited representatives of other major national advertisers (Colgate, Procter & Gamble, et al.).

They incorporated brains—and advertising media—to accommodate public service projects and worked out an allocation plan so that the sale of defense bonds could be handled "like a good advertising campaign and not continued in hit-and-miss fashion."

"We handled war projects as effectively as we sold Wheaties," he recalls.

The group's function was taken over later by the Office of Facts and Figures, enlarged to the Office of War Information and the War Advertising Council, and finally became the Advertising Council.

Ed Smith is a pioneer broadcast bomb-dropper, too. In 1946, when a multitude of broadcast problems confronted the national advertiser, he organized—as a rabid member of the Assn. of National Advertisers—a Radio Council for the group. Solutions to all-industry problems besetting major buyers of time were worked out at conferences. At one session, the seven firms represented bought 65% of the total network radio time.

Mr. SMITH

Mr. Smith went to ABC Chicago in February after 14 years in broadcast media at General Mills and nine at radio stations. Hired in Minneapolis by Advertising Manager Sam Gale after an introduction by the president of Blackett - Sample - Hummert, Mr. Smith worked initially as radio program manager and later as radio - TV production director. *Valiant Lady*, his first radio show there, is back in his (radio) harem again. ABC bought the program from General Mills two months ago after it had been off the air three years. Aired by General Mills 11 years, the daytime serial was one of 17 AM shows

(Continued on page 48)

beat

JAMES E. O'BRYON, public relations director MBS, to Bozell & Jacobs Inc., N. Y., as an account executive.

LLOYD H. MUIR to public relations director of Stewart-Bowman-Macpherson Ltd., Vancouver.

R. C RONALDS, Ronalds Adv. Agency, Montreal, elected president of Canadian Assn. of Advertising Agencies at annual meeting at Toronto. **MARK NAPIER**, J. Walter Thompson Co., Toronto, and **G. C. HAMMOND**, Cockfield, Brown & Co., Montreal, elected vice-presidents. **H. M. TEDMAN**, J. J. Gibbons Ltd., Toronto, elected secretary-treasurer.

THOMAS S. CADDEN named writer and production assistant Smith, Taylor & Jenkins Inc., Pittsburgh. He was with WIL and KSTL St. Louis, Mo.

CARL K. TESTER, president Philip J. Meany Co., L. A., elected chairman, Pacific Coast Council, American Assn. of Advertising Agencies. **MERLE W. MANLY**, Botsford, Constantine & Gardner, Portland, Ore., named vice chairman and re-elected to board. **GENE DUCKWALL**, assistant treasurer, Foote, Cone & Belding, L. A., elected secretary-treasurer. Others named to board include **CHARLES R. DEVINE**, Devine & Brassard Inc., Spokane; **ANDREW W. NEALLY**, vice president and manager, L. A. office of BBDO; **ROSS H. RYDER**, Ryder & Ingram Ltd., Oakland; **TREVOR EVANS**, Pacific National Adv. **GEORGE WEBER**, MacWilkins, Cole & Weber, Seattle, past chairman, named governor in advisory capacity in place of **L. C. COLE**, outgoing chairman, who has left agency business, having sold his interest in L. C. Cole Co., S. F. [B•T, Oct. 29].

E. TAYLOR WERTHEIM, Wertheim & Breig, Phila., has formed an advertising agency under his own name with headquarters in New York.

EDWARD A. GROSSFELD & STAFF, Chicago, moves to larger quarters in Federal Life Insurance Bldg., 168 N. Michigan Ave.

PHILIP H. REISMAN Jr., RKO-Pathe, television script writer, to William Esty Co., N. Y., as member of creative group and as editor-in-chief of department.

TED BARKUS, advertising executive Ed Shapiro Adv. Agency, Phila., named public relations and publicity officer for Dept. of Pennsylvania Jewish War Veterans.

ETHICS of employes in soliciting accounts of agencies for which they previously worked were reviewed by Duane Jones, president of Duane Jones Agency, at Philadelphia's Poor Richard Club. Examining a "blarney stone" at the Poor Richard advertising session are (l to r): William Berry and Mort Simon, Poor Richard Club directors; Joseph Tinney, vice president, WCAU-AM-FM-TV Philadelphia; John LaCerda, John LaCerda Agency; Mr. Jones, who was guest speaker; and "Ace" Ebbeson, president, Burton & Gallagher. Mr. Jones recounted alleged "piracy" of his accounts by ex-employes. He suggested agency employes sign contracts when hired stipulating they will not solicit clients for two years after leaving a firm. Some agencies now accept this practice, Mr. Jones explained.

Sock Salesman Surpasses Great Expectations

His "sock" salesmanship encompasses just about every commodity and service currently offered the American public. In the men's furnishings field the experience of one of his sponsors is typical:

> "With hardly an exception, whatever we advertise on the Fulton Lewis, Jr. program brings immediate results, sometimes far beyond expectations."

That's the statement of Mr. R. H. Cooley, manager of Bishop's Clothing & Woolen Mills Store, Salem, Oregon, sponsor of the Fulton Lewis, Jr. program on Station KSLM. He continues, "Our business is definitely up over last year, which itself was a very good year."

The Fulton Lewis, Jr. capacity to influence listeners has been demonstrated time and again. His zeal for covering the important stories of the day and his ability to uncover stories which subsequently become important are responsible for his large, loyal audience.

If you want a ready-made audience and a program with network prestige at local time cost (with pro-rated talent cost), investigate now. Though currently sponsored on more than 370 stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Important news for all owners of 5-kw TV transmitters

RCA High-Power TV Amplifier

TT-25AL delivers 25 kw, Channels 2 to 6. TT-20AH delivers 20 kw, Channels 7 to 13. Each is shipped with matching aural amplifier, power supplies, and auxiliary equipment.

Building Block amplifiers for VHF

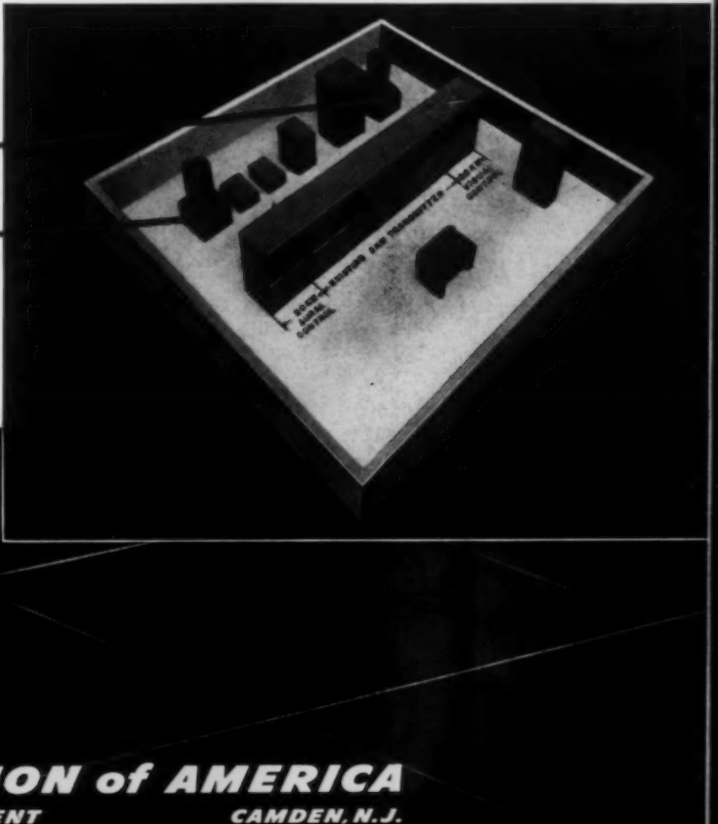
- **An economical method for raising power to maximum provided by FCC**
- **Saves about 50% as compared to cost of a complete transmitter of same power—protects original investment**
- **Requires a minimum of extra floor space**

RCA Television Engineering leads the way with air-cooled 25/20-kw amplifiers that you can add to your "5 kw"—*without disturbing present facilities.* They provide power outputs up to 200 kw (ERP) when used with an RCA high-gain antenna. And because your "5 kw" becomes your driver, *your original transmitter investment remains intact!* Savings are substantial—nearly 50 per cent as compared to a new transmitter of equivalent power!

RCA "Building-Block" amplifiers are designed for use with all RCA Type TT-5A transmitters—can be furnished for operation with other "5 kw's" meeting FCC and RTMA specifications.

For complete details, call your RCA Sales Representative.

Typical 25-kw conversion—one of many different arrangements showing how RCA high-power amplifiers can be added to a "5 kw" set-up.



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

The local advertiser knows...

. . . So he spends the bulk of his radio advertising dollar with KTSA.

THOMPSON MOTORS

Exclusive MERCURY car dealer in San Antonio, Thompson Motors uses KTSA *exclusively* for radio promotion. With a heavy spot schedule and three 15-minute news broadcasts each week, Thompson Motors is racking up sales and making San Antonians MERCURY conscious.

Thanks, Thompson Motors, for adding another successful KTSAles story to our files.

KTSA
AM/FM

5000 WATTS AT 550

OWNED AND OPERATED BY THE EXPRESS PUBLISHING CO
AVENUE E AT THIRD ST. • SAN ANTONIO 6, TEXAS

CBS

REPRESENTED NATIONALLY BY
FREE and PETERS

BROADCASTING
TELECASTING

Vol. 41, No. 19

WASHINGTON, D. C., NOVEMBER 5, 1951

NBC SETS RATE FORMULA

Plan Bared to Affiliates

NBC last week laid bare the heart of its ambitious economic plan under which it hopes to govern the network's future [B•T, Oct. 8].

For the first time, affiliates were shown the formula by which their network rates will be adjusted, providing NBC succeeds in negotiations with stations, some of which will be asked to take reductions.

In brief the formula establishes radio homes weighted by a relative retail sales index as the basic factor in computing rates. For radio stations in television markets, the rates are adjusted by a complicated formula involving the number of television homes also weighted by a retail sales index.

What NBC believes these formulas add up to is a realistic reappraisal of radio rates on an objective basis, eliminating inequities that had cropped up in years of comparatively hit-or-miss ratemaking and providing a means of continuing to adjust rates as conditions governing them change.

Full description of the new rate formula appears on page 54 of this issue, but here's a summary of the steps by which NBC has figured out its new charges.

EVENING RATES

The network takes the total radio homes in each station's nighttime 50% BMB area and weights that with a percentage index arrived at as follows: Total 1950 retail sales in the area are divided by total population of the counties included in the station's 50% BMB area to make a per capita retail sales figure for the station. (Example: In Station X's area, retail sales are $774,900,000, divided by 820,000 population to equal $945 per capita retail sales.)

This per capita figure is next divided by $921.20, which is the national average per capita retail sales, to obtain the station's retail sales index. (Example: for Station X the $945 is divided by $921.20 to give a 103% retail sales index.)

This retail sales index is then applied to the total radio homes in the station's 50% BMB nighttime area. (If there are 750,000 radio homes in Station X's 50% BMB nighttime area, the station's weighted radio homes become 103% of that figure, or 772,500.)

With weighted radio homes figures calculated for every station, the network then constructed a rate curve which (1) produced a total gross hour network rate of $31,030 (as compared to the $27,905 rate that prevailed before the 10% reduction put into effect last July 1 and to the present rate of $25,137); (2) produced for each station a "systematic reduction in cost-per-thousand as the circulation scale on the curve increases;" (3) narrowed what is now a very wide spread among stations in cost-per-thousand (which ranges from as low as 20 cents to $3.24 on NBC stations under present rates).

Aside from these principles, the curve was not further explained. Oviously, without details, no station can figure how it came out on the curve or what its rate will be under the new rate schedule. The settling of these details awaits individual negotiations between the stations and the network.

Once the rate curve was drawn, the next job was to adjust it for television in those markets where TV exists. That was done this way:

NBC took the number of television homes in counties covered by a station's 50% nighttime BMB and weighted that figure by a retail sales index arrived at by calculating retail sales and population only in TV-covered counties in the 50% BMB area. Another curve was drawn.

This curve, according to NBC, makes a "sliding scale of adjustments, whereby as television saturation increases, the percentage reduction in the reconstructed rate also increases, but to a lesser extent, and levels off at a point beyond which no further reduction in the base rate is made."

NBC said that in its figuring it rejected the contention of the Assn. of National Advertisers that when TV enters a home all evening radio listening ceases, but NBC did not explain what formula it used to measure the impact of TV on

(Continued on page 37)

HERE ARE the new "Primary" stations set up under the NBC economic plan to replace the old "basic" group. NBC points out that this list is not inflexible. Additions will be considered if circumstances warrant, the network says.

WSB	Atlanta	KSTP	Minn-St. Paul
WBAL	Baltimore	WSM	Nashville
WBZ	Boston	WDSU	New Orleans
WBEN	Buffalo	WNBC	New York
WMAQ	Chicago	WKY	Oklahoma City
WLW	Cincinnati	WOW	Omaha
WTAM	Cleveland	KYW	Philadelphia
WFAA	Dallas-Fort Worth	KDKA	Pittsburgh
WBAP		KGW	Portland, Ore.
KOA	Denver	WJAR	Providence
WHO	Des Moines	WPTF	Raleigh
WWJ	Detroit	WHAM	Rochester
WTIC	Hartford	KSD	St. Louis
KPRC	Houston	WOAI	San Antonio
WIRE	Indianapolis	KNBC	San Francisco
WDAF	Kansas City	KOMO	Seattle
KFI	Los Angeles	WGY	Schenectady
WAVE	Louisville	WSYR	Syracuse
WMC	Memphis	WSPD	Toledo
WIOD	Miami	KVOO	Tulsa
WTMJ	Milwaukee	WRC	Washington

AD VOLUME UP

Eastern AAAA Reviews

By BILL RUCHTI

(Earlier AAAA story page 52)

CLINICAL inspection of television revealed major concern about agency controls over programs and meeting still-high production costs, but indicated that the use of filmed programs may offer some answer when the eastern annual American Assn. of Advertising Agencies conference put advertising under the microscope last week.

Frederic R. Gamble, AAAA president, reporting on the state of the industry, said that advertising volume is up and promises to continue at a high level. Two out of three agencies increased their 1949 volume in 1950, with a nearly proportionate increase in profits, he said.

A review of balance sheets submitted by 93% of the 255 AAAA members showed that 58% reported increases during the past year. Agencies realized 0.8% profit on their 1949 billing, which increased to "just under 1%" in 1950.

TV costs are somewhat less, he reported, although increases in rates and talent prices have created problems, so far offset by better control of production costs.

The third of four regional AAAA conferences this year, the two-day session Tuesday and Wednesday, was attended by some 1,600 persons and featured nine sessions on various phases of the field.

Speaking at the most heavily attended session—that on TV production—Rodney Erickson, manager of the radio-TV department cf Young & Rubicam, said: "There's nothing magic about television. Just because you are in it doesn't mean you're going to sell the goods. We're still drummers whose job is to move merchandise

(Continued on page 90)

THE BROADCASTING media got a thorough examination last week at the eastern annual conference of the American Assn. of Advertising Agencies. For a meeting of this kind an unprecedented amount of time was spent in discussion of how to use TV and radio and get the best out of both. This story shows how top agency executives are thinking about radio and its young but lusty brother, TV.

READYING plans for the annual conference in Albany of the New York chapter, American Women in Radio and Television, Nov. 17-18, are (l to r) Elaine Drooz, WROW Albany; Chairman Jane Barton, program director, New York State Radio-TV Bureau, Dept. of Commerce, Albany, and Betty Parry, WXKW Albany.

AD DOLLAR

Goes Up in Printed Media

RADIO got another piece of ammunition for its battle to convince advertisers of its superior economy last week in a study "Your 1952 Advertising dollar," prepared by the Market Research Dept. of G. M. Basford Co., New York agency.

The Basford report showed that in the printed media "a typical advertising program in 1952 will cost at least 106% more to execute—for the same actual space, art and mechanical—than in 1940."

Though the study did not consider radio costs, the marked increase in those for printed media seemed certain to be picked up by radio-boosters in their continuing campaign to show radio's moneywise superiority. It is further confirmation of what the networks in particular have been saying—that while magazine and newspaper rates have been going up consistently, network rates have been reduced.

The Basford Company, which made a similar study in 1946, noted in its report that a survey of 99 publications showed that a dollar's worth of space in 1940 had risen in cost to $1.49 in 1946 and is at $1.92 in 1951. Art costs that were a dollar in 1940 were $1.90 in 1946 and had reached $2.65 in September this year, while New York scale prices for engraving went from $1 to $1.31 to $1.80 in the same period; for electros, from $1 to $1.48 to $1.86, and typography from $1 to $1.32 to $1.79.

Timebuyers Feted

AGENCY timebuyers and newsmen were guests at a cocktail party held at the Gotham Hotel in New York last Wednesday by WMCA New York, WIND Chicago, WLOL Minneapolis and KIOA Des Moines to celebrate the opening of the stations' New York sales office, called AM Radio Sales Co.

GRABHORN

Hits Network Invasion Of Spot Radio

NETWORKS in "their encroachment in the field of spot broadcasting" not only are "eating their own young but devouring themselves in the process," Murray Grabhorn, managing director of the National Assn. of Radio and Television Station Representatives, charged in a speech before the Michigan Assn. of Broadcasters in Detroit Friday.

He called upon stations to (1) reject any type of business offered by the networks if in the stations' judgment it logically belongs in the national spot category, and (2) engage in "objective self-analysis," supplying their national sales representatives with all possible information to help in placing national spot business.

Emphasizing that stations get 70% of the money spent for spot advertising on their facilities while affiliates get 30% of the expenditure for network time, Mr. Grabhorn told his listeners that "as the networks devise fancy schemes for converting national spot dollars into network dollars, they are at the same time converting your 70-cent dollars into 30-cent dollars.

Margin of Profit

"In the radio station business, the margin of profit is fair and legitimate, but I think you will question with me whether one-third of your income can be that substantially reduced. Not only will the margin of profit narrow to a diminishing, if not vanishing, point, but it could conceivably put stations out of business. Let us always remember this. . . . There are 2,000 radio stations in the U. S., half of them operating without benefit of network radio, so it is conceivable, therefore, that stations can operate without a network affiliation, but networks cannot operate without stations."

He said "a special report" made for NARTSR by FCC showed that among network affiliated stations, clear channel outlets derive 50% of their total revenues from national spot and 27.2% from the network; regionals, 31.4% from national spot and 19% from network; and locals, 13.5% from national spot and 9.9% from network.

Overall, he said, one-third of the affiliated station's revenue comes from national spot and 19% comes from the network. In the case of independents, national spot accounts for more than 20%, he said.

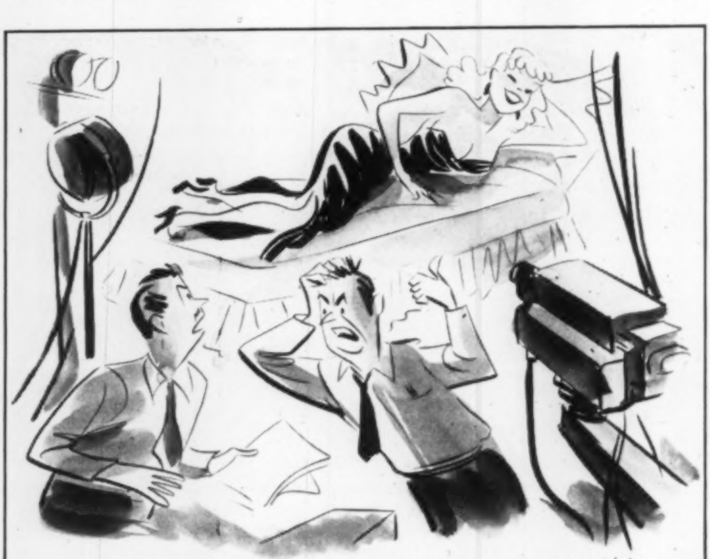
Mr. Grabhorn thought it "singular" that radio was the only medium which considered TV as "a mortal wound," with the radio networks cutting rates while other media increased their own. He warned that the various network "tandem," "pyramid" and similar plans all "have to do with acquiring a larger portion of the $120 million of national spot revenue which your stations have been receiving, and in turn giving you 30 cents for an item which you formerly sold for 70 cents."

The independent station, too, will be hurt, he asserted, because stations carrying a spot account may lose it if the account switches to network.

The networks, Mr. Grabhorn said, "have a perfect right, under law, to do what they wish" in devising various sales plans. "But it is contrary to the basic concept of radio broadcasting which originally influenced the investment of dollars," he added.

Asserting that "network radio has coasted along for years on over-the-transom business," he said network radio should engage not so much in selling against other networks, but in "creative salesmanship" of radio against other media.

More important than rejecting networks' spot-type offers as a means of combatting network "encroachments" into spot radio, Mr. Grabhorn said, is for each station to provide its sales representative with as much information as possible about its operation, its programs, its market, the type of audience it serves—"all the tools [the representative] needs with which to do his job and your job successfully."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"But, Boss, she violates the TV Code from EVERY angle!"

HARDESTY TO BAB

Second Step in Bureau Plan

JOHN F. HARDESTY has resigned as director of station relations for National Association of Radio and TV Broadcasters to become director of local promotion for Broadcast Advertising Bureau Inc., effective Nov. 12, William B. Ryan, BAB President, announced Thursday.

Mr. Hardesty

Appointment was described by Mr. Ryan as the second of three major personnel assignments which he deemed necessary in order for BAB to fulfill its purpose—to assist its members in promoting the wide use of radio as an advertising medium.

First step, he said, was the appointment a week earlier of Kevin Sweeney as general promotion manager [B•T., Oct. 29]. Mr. Sweeney's duties are to organize and direct field personnel assigned to promote radio via direct contact with advertisers and agencies and to assist the president in administrative matters.

The third step—one for immediate consideration, Mr. Ryan said—is to appoint a director of National promotion.

As director of local promotion, Mr. Hardesty's duties will include development of special presentations, retail studies, sales clinics for local broadcasters and advertisers. He will also handle station relations for BAB and assume extensive speaking assignments at local advertising and business meetings.

Mr. Hardesty entered radio in 1939 at WJSV Washington, now WTOP.

Returning to Washington after Navy service in the war, he joined WOL as an account executive in 1946 and shortly thereafter became director of sales promotion and publicity. He resigned in 1948 to become director of special events and public relations for WOIC (TV), now WTOP-TV, CBS outlet in the same city.

Joining NARTB as assistant director of public affairs in July 1950, Mr. Hardesty was named director of station relations shortly thereafter.

THERE'S MONEY IN PUBLIC RELATIONS

IS RADIO MISSING A BIG BET? Two public relations experts say it is. Little use is being made of radio as a public relations medium, but if program managers and salesmen went to work, they could develop this field into a rich source of revenue. Here are some sound business tips that can make money for any kind of operation, from network to local station.

Industrial Field Beckons Radio Says Timken Executive

"RICH FIELD" ready for radio to exploit lies in industrial and public relations, according to Robert Wagner, public relations director of Timken Roller Bearing Co.

Addressing the Ohio Assn. of Broadcasters Sales Clinic [B•T, Oct. 22], Mr. Wagner suggested salesmen "too often think of radio only as a means of merchandising a product. It lies with radio to approach industry with the ideas and programs which will tell industry's story in a listenable, palatable manner.

"Whoever can do that will not only make money for himself and his organization, but will also have the privilege of helping to sell one of the greatest commodities ever devised by man . . . the American private enterprise system. Certainly no salesman will have a higher call to duty than that, and it is worthy of his very best effort."

The Timken plant is undertaking an extensive campaign to sell the message of freedom and free enterprise. This includes radio and newspaper advertising, literature, information racks in plants, speakers bureau, house organ, forums, public opinion dinners, employe events and work of the philanthropic Timken Foundation in the company's communities.

Present Use of Radio

Radio activities include sponsorship of Fulton Lewis jr. and George Sokolsky, daily sports broadcasts and spot compaigns and a series titled *Message to Americans*. The last-named program presents stories of prominent figures in American industry along with music and discussions.

"There is an absolute dearth of programs which will function as a public service tool for industry," Mr. Wagner said. "This in spite of the fact that industry is starved for such material and such programs. Industry wants America to realize what a wonderful thing we have in this glorious private enterprise system. That story must be told, for there are too many who question the value of our system.

"A good salesman doesn't have to be told twice once a prospect has been pointed out to him. I'm pointing out a sure-fire sale; a customer that's been waiting for you to come around. It's your job to come up with a program idea which will dramatically and effectively communicate to the public the philosophy of free enterprise.

"Radio advertising is your business, and if the ideas for such a program aren't forthcoming from your group, you are missing a tremendously rich source of revenue. Republic Steel Corp., Youngstown Sheet & Tube and Warner Swayze, just to mention a few, are currently carrying on a campaign, the purpose of which is to carry the philosophy of free enterprise to the public.

"It is highly probable that those companies, like the Timken Roller Bearing Co., are searching for ideas from the radio industry in their public relations campaign.

"Where are you going to get the ideas for such a program? Get out and meet the industrial leaders in your community. Talk to them. They have problems the likes of which you've never heard. Ask them about industry and taxes, about government regulations as applied to their business, price controls, labor problems and the thousands of other problems which press down on them day in and day out.

"They would welcome your questions. They would welcome, and they need your help, as an expert in radio advertising. As you talk to those various leaders of industry it is very possible that one objection to an aggressive radio campaign of the type we've been discussing would be this: 'We're afraid of making enemies.' Such an argument is completely without foundation. For the last 12 years, and particularly in the past five years,

(Continued on page 37)

Broadcasters Aid to Auto Dealers Sought by NADA

NATIONAL Automobile Dealers Assn. is conducting a drive among its 34,000 members to use the airwaves, mainly radio, to build individual good will in each dealer's respective community, the association declared last week.

Mr. Wolfington

Thus far, according to J. Eustace Wolfington, Philadelphia, chairman of the NADA public relations committee, radio salesmen have not done the job of selling that they should. Furthermore, added Mr. Wolfington, time salesmen should expect to find willing ears among auto dealers for ideas they might care to push.

Last spring at a meeting in Chicago of the NADA public relations committee, if was decided to determine the public's exact feeling toward auto dealers.

To this end, the Elmo Roper research organization was asked to conduct a national survey. It showed that whereas the public had a vague mistrust of dealers in general, they did have confidence in the particular dealer with whom they dealt. In fact, many persons interviewed spoke of "my" dealer, Mr. Wolfington noted.

To NADA, the problem was clear: The individual dealer should try to attain a position of respect in the community similar to that held by the neighborhood druggist.

That's where radio, and in some cases, television, comes in, Mr. Wolfington said. He said both mediums should be used for institu-

(Continued on page 42)

SALES CLINIC group at Ohio Assn. of Broadcasters session included (l to r): Robert Gibbons, Lang, Fisher & Stashower; C. J. Lonsdale, Meldrum & Fewsmith; Robert Wagner, Timken Roller Bearing Co.; Hal Waddell, WJW Cleveland; Keith Baldwin, WERE Cleveland; Marion Reeves, Gregory & House; Jack Maurer, WHK Cleveland.

OHIO BROADCASTERS reviewed sales problems at recent clinic. Surrounding Mrs. Harold Fitzgerald of SESAC are (l to r): Tom Rogers, WCLT Newark; Vernon Nolte, WHIZ Zanesville; J. P. Williams, WING Dayton; Mrs. Fitzgerald; K. K. Hackathorn, WHK Cleveland; Robert T. Mason, WMRN Marion; Hal Barrett, Headley-Reed; Warren P. Williamson, WKBN Youngstown.

THE ROOSTER THAT LAID THE GOLDEN EGG

MUSIC
NEWS
Schuneman's
RED ROOSTER HOUR
JOHN PAUL AND MARY LIGHT'S
OPEN HOUSE BREAKFAST BROADCAST
8:30 a.m. THURSDAYS in our RIVER ROOM RESTAURANT
7:30 TO 8:30 A.M. DAILY
WDGY

RED ROOSTER greets motorists, alerting them to the Schuneman's show on WDGY. Billboards, as well as other printed media, back-up the air effort ◄ *of the department store.*

SCHUNEMAN'S department store in St. Paul has been crowing about its own *Red Rooster Hour* on WDGY for a long time, but received heart as well as purse-warming proof of the program's success not so long ago when a group of housewives spontaneously formed their own Red Rooster social club.

These Red Rooster boosters appear as guests on radio shows broadcast by other Twin Cities stations to get free plugs for their favorite fowl, plant social items in the newspapers about their club activities, always including a name plug, solicit new members and help seat stray women who attend the weekly *Red Rooster* breakfasts in the store.

Sales response is even more tangible than listener loyalty, in the opinion of department store executives. They put the show on WDGY two and one-half years ago to attract all members of the family. Because the comprehensive format of news, chatter, music and information was designed to pull in mail orders from the entire trading area of one million persons in 28 counties, the store "placed all our radio eggs in the rural basket", according to William Campbell, general merchandise manager for Schuneman's.

The store, he says, "caters to customers who want merchandise at medium prices and above," and operates in a highly competitive market. The *Red Rooster Hour*, because of WDGY's high power, reaches into 28 counties in eastern Minnesota and western Wisconsin for a radius of 100 miles. Store representatives say their program reaches more potential customers than shows sponsored by competing stores because of the extensive coverage area and the fact that Red Rooster "makes the only real intensive effort to maintain and build patronage" throughout the trading area.

Increased in-store buying is also a major objective, of course. At one time or another, merchandise from every department of the store—including the basement store and leased departments—is advertised on the broadcast commercials. Commercials are concentrated on best-selling or highly-promotional items in terse, direct and friendly phraseology.

The six-a-week feature, aired Monday through Saturday from 7:30 to 8:30 a.m. in WDGY studios, features Mary Light in five minutes of transcribed conversation about events in and around the St. Paul area. Personal and informative, the chatty discussion for listeners frequently takes them behind the scenes at Schuneman's with interviews of buyers, manufacturers' representatives and sales people. The rest of the show offers recorded music, news flashes on local, regional, national and world events, weather forecasts, time and temperature, winter highway conditions and emergency reports.

A supplementary breakfast program with coffee and doughnuts is aired before a studio audience every Thursday after the regular *Red Rooster Hour*. Miss Light, from 8:30 to 9 a.m., conducts an audience participation show from the River Room Restaurant at the store before it opens.

* * *

SCHUNEMAN'S — in its continued effort to serve residents of outlying communities—this summer promoted festivals of many small areas on the audience participation program, with 12 such communities sending booster groups to be interviewed by Miss Light. Other interviewees are selected for their participation in civic, local and regional activities of interest. Within the past year, 42 civic groups of a charitable or service nature were special guests.

* * *

THE breakfast show primarily builds good will, but also fosters an increase in store traffic because of visitors at the broadcast. Schuneman's backs its air effort with special "Just for Thursday" items sold at a lower price that day only. The broadcast audience is given a list of the Thursday specials, and signs notifying all store visitors of these items are posted throughout the building.

Broadcast visitors fill in a registration blank with their names and addresses, after which cards are sorted and letters mailed to out-of-towners asking them to visit the show again and about the quality of their local reception of the program. These methods, Schuneman's believes, start and strengthen the Red Rooster listening habit.

It was after one such breakfast show that several women spontaneously organized the Red Rooster Club. One woman bought a large china rooster, painted it red and offered it to the store. It now occupies the place of prominence at the breakfast table as a centerpiece. Another discovered small plastic rooster whistles in Florida, painted them red and distributes them to all new members as a badge.

Although the store has promoted its radio investment in many ways during the past two and one-half years, it wasn't until April 1950 that it started its popular Red Rooster Days, two days every month when selling demands special promotion of the *Red Rooster Hour* and Red Rooster items. All merchandise advertised on the broadcast is pointed out in the store with a Red Rooster capper, and cappers on special Red Rooster Day items are displayed for three days after every commercial.

Some of the *Red Rooster Hour* sales results: An offer of a new type of flower holder, the Floralier, costing $1, brought 26 sales within an hour and one-half after the radio commercial . . . One Thursday morning during the weekly fashion show, David Chrystal dresses were described on the air. Eight women during the day asked for the dresses described, and each bought one. . . . Another time, three White Sewing Machines, at $650 each, were sold at the State Fair on Wednesday after one mention on the radio show. A Minneapolis store, displaying the same type of machine in the same booth on the fair grounds, made no sales that day.

The *Hour* earned first prize from the National Retail Dry Goods Assn. last year for a radio show beamed to a general family audience, and an award for the coordinated use of radio with other media.

Schuneman's
RED ROOSTER HOUR
RED ROOSTER HOUR
MUSIC · TIME · TEMPERATURE · NEWS
WDGY
A.M. 8:30 TO 7:30 A.M.
WDGY

WINDOW DISPLAY in Schuneman's calls attention to the Red Rooster Hour, *its format and advertising and media awards.*

COY WARNS ON PROGRAMS

At NARTB Dist. 5 Meeting

"IF THE RADIO and television business can't do something to help itself in determining what is good taste, especially in TV, then there is going to be something done about it legislatively," FCC Chairman Wayne Coy warned the broadcasters at the NARTB District 5 meeting in St. Petersburg last Thursday.

In a speech covering several issues of importance to broadcasters, the FCC Chairman reiterated his support of the Benton bill, observing however that he represented a minority of the FCC with that view, Comr. Paul A. Walker being the only other member of the Commission who shares Mr. Coy's opinion.

"I will support the Benton bill," he declared, "so long as this industry does not take aggressive action themselves," adding that his support would be a "burr under the saddle."

With respect to the new NARTB TV code, Mr. Coy said that it may work "if it is enforced and if it is flexible enough to meet changing conditions."

He said, "Broadcasters talk about freedom of the entrepreneur and free enterprise—'just let us alone,' and they have talked that way for years. The obscenity on the TV screens is getting worse. I am not a prude, and there may be a place for off-color jokes, but they are not the television screen."

"The other evening," Mr. Coy continued, "I saw a network show where the comedian got so mixed between his bottom and his arrears that I thought he would wind up with one or another on his head. I then turned to another great network—I won't mention any names but it was 8:30-9 on a Tuesday night and this comedian had his talent indulging in indecent exposure."

Concern of Parents

"I tell you," Mr. Coy continued, "that people are concerned about what their children see on the television screen. And the mail at the FCC grows and the protests get louder and louder. There is a growing group of self-appointed censors and because they cannot be funneled through channels such as the Benton bill indicates they are much more dangerous than most broadcasters realize. These pressure groups are dangerous because many of them are irresponsible and the history of these groups is that they are yielded to."

Mr. Coy said, however, that he did not believe that the advisory groups should report to the FCC as the Benton bill stipulates, but rather to Congress.

Such advisory committees could evaluate whether the people are getting their money's worth "out of what the FCC is allocating to the broadcasters," he said.

Mr. Coy at the outset of his speech localized the definition of "public interest," saying "no definition can apply to the nation as a whole."

"Public interest must take into consideration the character of the people in every city." Radio, he said, "has matured to a good understanding of the public interest. Radio on the whole has a better understanding of public interest than those persons who are operating television stations, who are inclined to press to get into the black and neglect some of the things they know they should be doing or have the courage to do. Some of them have failed to develop that courage after they got into the black."

As to the TV timetable, the Chairman declared that only a handful of new TV stations will be on the air in 1952, and "not too many in 1953."

"I am probably the world's worst predicter on TV. I didn't know you could get into so much confounded trouble. It has been three years since yesterday that the freeze went into effect. Then came color. If we had a compatible system of color at the time we would have approved it, but it just didn't work. The controversy was not over the field sequential system, but the fact that the FCC said color was important," Mr. Coy stated.

Coy Comments on Freeze

Concerning the TV freeze and reallocation proceeding, Mr. Coy said, "We are prepared to move quickly and to issue a formal report about Feb. 1, which gives us about 60 days. We can assume that the decision will be out by Feb. 1. We can start processing about April 1 but don't get too exicted about that date. There will be hearings which take a long time since we have only seven examiners."

The FCC Chairman pleaded for an appropriation large enough for the FCC to do an adequate job.

"We are losing more than 100 persons because of the cut in personnel necessitated by a budget reduction. Last year we were cut a half-million dollars down to six million when one member of Congress said that the FCC should be punished for what it did to him and that everyone at the Commission had been to Moscow within the previous 24 hours. The returns to the Treasury through the Bureau of Internal Revenue would be many, many times the money needed to speed up FCC operations," he said.

Mr. Coy was introduced by Nelson Poynter, publisher of the St. Petersburg *Times* and owner of WTSP. In his introductory remarks, Mr. Poynter said that Mr. Coy has taken so much abuse at times that he ought to come back in the newspaper business where "he belonged and he never should have left it."

Harold E. Fellows, NARTB president, commented, "My situation is quite parallel with Wayne Coy's in one respect—we are both consistent. He does not favor Hal Fellows. He does not favor the NARTB. He just favors the Benton Bill. In like manner I do not oppose Wayne Coy. I do not oppose the FCC. I just oppose the Benton Bill."

(NARTB District 13 story on page 98; photos from District 6 on page 113.)

1869 Judge Ira E. Robinson 1951

JUDGE IRA ELLSWORTH ROBINSON, 82, onetime chairman of the Federal Radio Commission, predecessor of FCC, died unexpectedly Oct. 29 at his home in Philippi, W. Va.

Judge Robinson was appointed to the FRC by President Coolidge March 29, 1928. He was elected chairman April 5 of that year, and served in that capacity until Feb. 28, 1930, when he was succeeded by the late Maj. Gen. C. McK. Saltzman.

When, in January 1932, Judge Robinson resigned, President Hoover expressed personal appreciation for the judge's four years with the Commission [BROADCASTING, Jan. 15, 1932]. At that time Judge Robinson said he planned to resume private law practice in Washington and in his home state, West Virginia.

While on the FRC, he was described as being blunt and outspoken but always having a sense of humor. Even his opponents admitted he always had the courage of his convictions.

To his skill and juridicial acumen was attributed much of the fundamental radio law written on the statute books.

Born near Grafton, W. Va., Sept. 16, 1869, he was graduated from Fairmont State Normal School and studied law at the U. of Virginia in 1890.

After serving as prosecuting attorney for Taylor County, W. Va., from 1896 to 1900, he was elected a member of the West Virginia Senate in 1902 and served two years.

He was regent for the West Virginia normal schools from 1901 to 1907 and was elected a justice of the Supreme Court of Appeals of that state Nov. 8, 1906. From 1910 to his resignation in 1915, he was chief justice of that court. He resigned to become Republican nominee for governor of West Virginia in 1916, but lost in the Wilsonian Democratic landslide.

He was chairman of the Draft Appeals Board from 1917 to 1918. In 1921 he was appointed to adjudicate war minerals claims in Washington. Judge Robinson served as special assistant to the U. S. Attorney General from 1926 to 1928 in the purchase of the Cape Cod Canal.

PULVER TO LEVER

Resigns DF&S Post

APPOINTMENT of Stanley Pulver, with Dancer-Fitzgerald-Sample, New York, for the past six years as director of radio and television media for Lever Bros., New York, was announced last week [CLOSED CIRCUIT, Oct. 29].

While with DF&S as chief timebuyer and manager of the TV department, Mr. Pulver worked on the following accounts: General Mills, Procter & Gamble, Campbell Soup Co., Sterling Drugs, Whitehall Pharmacal Co., American Chicle Co., and Falstaff Brewing Co.

Prior to DF&S he was with the Biow Co., New York, as a timebuyer and during his tenure was the timebuyer for the Democratic National Campaign to elect Presidents Roosevelt and Truman. Before that he was with CBS for nine years. He started at the network as executive assistant to the executive vice president and when he left he was sales service manager of WCBS New York.

Join CBS Radio

CBS Radio signed two new affiliates last week to bring the total network total to 206. WFAI Fayetteville, N. C., joins as a bonus station to WDNC Durham, effective Nov. 18. Operated with 250 w on 1230 kc, WFAI is owned and operated by Rollins Broadcasting Inc. with James Mayes as general manager. WBAT Marion, Ind., joins as a basic supplementary station effective Dec. 1. Owned and operated by the Marion Radio Corp., WBAT operates with 250 w on 1400 kc. John Bone is general manager.

Crime On the air IN REVIEW

The Continental Manner . . .

FOREIGN INTRIGUE is as refreshingly different from run-of-the-camera crime shows on TV these days as the early Hitchcock thrillers were from run-of-the-reel gangster films made in Hollywood.

Intrigue understates and underplays. It succeeds in establishing a mood of, well, let's call it leisurely terror.

Last week's edition of the series dealt with a single theme: The efforts of rival espionage agents in Copenhagen to do in an American newspaperwoman who was unwittingly carrying some secret papers that a spy in the U.S. had slipped into an identification badge. This certainly was no great shakes as a plot, but the success of the program derived from its skilled management of this thin line of story.

Program: Foreign Intrigue, NBC-TV, Thursdays, 10:30-11 p.m.
Sponsor: P. Ballantine & Son.
Agency: J. Walter Thompson.
Producer-Director-Adapter: Sheldon Reynolds.
Original Story by Stella Linden.
Asst. Director: John Padodano.
Production Mgr.: Bengt Jarel.
Dir. of Photography & Special Effects: Bertil Palmgren.
Composer & Musical Dir.: Erland von Koch.
Cast: Sydna Scott, Dorje Mellvik, Vengt Blomgren, Gosta Tryzelius.

For one thing, *Intrigue* permits its players to talk, and what they say makes sense. The dialogue in this series is carefully written and intended for audiences who can understand more complicated prose than I-See-The-Dog.

The police inspector in last week's piece was a radical character by common standards of crime drama. He was neither handsome nor comically ugly, neither stupid nor omniscient. The inspector on *Foreign Intrigue* was an ordinary-looking man with a bald head and the quizzical intelligence necessary to figure out by unassisted reasoning how to prevent the criminals from succeeding in their plots.

Camera work and direction were uniformly excellent, taking full advantage of the flexibility in production that is possible on film. Dorje Mellvik gave a fine, low-key performance as the inspector, and Sydna Scott projected just the proper amount of fear without hysteria that a veteran newspaperwoman would be expected to experience under the circumstances.

All in all, *Foreign Intrigue* is an ornamental addition to the adventure-mystery-crime fare on the air.

* * *

The Private Eye . . .

BOSTON BLACKIE is in the tradition of heroes of U. S. crime drama. He is irresistibly handsome, insultingly flip and remorselessly irreverent toward all authority, especially those incompetent oafs, the cops.

His exact status is impossible to define. He does not seem to be on anybody's payroll, but he dresses expensively and drives a Cadillac convertible with such abandon that it is plain he can afford to throw it away and buy another any time. Probably he is one of those millions of young men that Hollywood believes live on inexhaustible legacies.

The emphasis in this series is on action. In one half-hour program, two murders were committed, a police inspector was bombed but survived, and Blackie himself was chloroformed twice, slugged to unconsciousness twice and hit over the head with a paint can and a shovel during a wild battle with crooks.

Program: Boston Blackie, half-hour syndicated film series.
Producer: Ziv Television Programs Inc.
Director: Paul Landres.
Writer: Herb Purdum.
Cast: Ken Taylor, Lois Collier, Frank Orth.

Physical demands were such that the actors had little breath left for dialogue, which was just as well considering this sample exchange between Blackie and a gangster named Fox, who was offering Blackie a bribe.

Fox: I got plenty of that green stuff.

Blackie: Grass is the only green stuff I take from you.

Whatever its shortcomings, *Boston Blackie* is well up to the par for action-type crime productions and it makes no pretense at being anything but what it is—a half hour of whizz-pop-bang done up in slick style on film.

* * *

The Real Article . . .

THE JOHNS HOPKINS *Science Review* last Monday explored the scientific side of crime detection, which was rather plodding stuff compared to the fictional portrayals of cops and robbers.

The program demonstrated police methods in solving a fictitious crime involving a murder and a hit-and-run death. By use of microscope and photo-spectrograph, police laboratory technicians showed how they could match flecks of paint and bits of blood and cloth found on the victim and the car to establish that the automobile had been the one that hit and ran.

Program: Johns Hopkins Science Review, DuMont TV Network, Monday, 8:30-9 p.m.
Writer-Producer: Lynn Poole.
Director: Paul Kane.
Assoc. Producer: Bob Fenwick.
Assoc. Director: Ed Sarrow.
Art Director: Barry Mansfield.
Narrator: Joel Chaseman.

A comparison of laundry marks also was made in the course of identifying the criminal and ballistics tests were demonstrated to show how it is possible to prove a certain bullet has been fired by a certain gun.

The demonstrations were all presented by police officials. It must be said that this was an unfortunate casting choice. Whatever authority might have been established by the appearance of experts was to a large extent diluted by their appalling lack of color or stage presence. The fact that someone knows a great deal about a subject does not necessarily mean he can explain it either interestingly or well. In this case, the performances were, to use the utmost forbearance, dull.

The producers of the *Johns Hopkins Science Review* would do well to remember that whole generations of Americans have come to hate Shakespeare because incompetent high school teachers made a chore instead of a pleasure out of reading his works.

If the Hopkins people insist on using a cop to tell a cop's story, they should exert the most serious effort to find an articulate and, if possible, talented cop.

McKINNEY NAMED

Democratic Committee Head

SELECTION of Frank E. McKinney, Indiana businessman and minority stockholder and officer of WISH Indianapolis, as Democratic National Committee chairman last week was seen as an indication that the administration will continue broadcast-conscious during the 1952 political campaign.

The nomination of Mr. McKinney to succeed William M. Boyle Jr. was approved largely on the strength of his success in the business and finance fields, overriding a number of political factors.

At a news conference last Thursday, the 47-year-old bank executive told newsmen that the Democratic Party would use all channels of communication to bring home the issues of the '52 campaign. He also promised to "re-establish the political research, publicity and informational activities" of the committee as a throwback to the fabulous days of the late Charlie Michelson, former Democratic publicity chief.

Mr. McKinney will serve without compensation, relinquishing all interests save those relating to the Fidelity Trust Co. of Indianapolis and his radio connections.

Aside from holding the presidency of Fidelity Trust Co., Mr. McKinney holds 2,098.5 out of 10,000 shares of common stock in WISH and the licensee firm, Universal Broadcasting Co., according to FCC records. He serves as treasurer and director of WISH and three other stations—WHOT South Bend, WHBU Anderson and WANE Fort Wayne—which were merged last January under a stock reorganization plan.

A former president of Universal, he and Mrs. McKinney hold minority interest under the realignment. Under the FCC-approved plan, Universal stock was exchanged for stock in WHBU (Anderson Broadcasting Corp.), WANE (Radio Fort Wayne Inc.) and WHOT (South Bend Broadcasting Corp.), with Universal serving as holding company for those outlets and WISH. C. Bruce McConnell now controls Universal and WISH.

Noted as a fund-raiser in his own right, Mr. McKinney will choose a national treasurer initially and tackle a myriad of problems. These include question of '52 convention radio-TV sponsorship, selection of an advertising agency, convention site, etc.

Mr. McKinney stated that "no company which I am affiliated with or interested in will ever enter the doors of a government bureau or agency seeking favors or considerations of any type or character."

His nomination was recommended at the national committee conclave by Frank M. McHale, Indiana Democratic Committeeman, himself a 3% stockholder in WISH-Universal. Mr. McKinney resigned from U. S. Pipeline Co.

HENNOCK STATUS

Staying at FCC Indefinitely

THE WHITE HOUSE made it official last week that Comr. Frieda B. Hennock will remain on the FCC indefinitely, thus affirming previous reports that the Commissioner alignment apparently will remain intact in the foreseeable future [B•T, Oct. 29].

President Truman last Thursday released correspondence between him and Comr. Hennock on the subject of a recess judgeship appointment which was declined by the Madam Commissioner.

The President had nominated Miss Hennock for a New York federal judgeship last June but it was sidetracked by the Senate, which recessed without taking any action [B•T, Oct. 22].

Mr. Truman said Miss Hennock would continue as a member of the FCC. Her term runs until June 30, 1955.

The Chief Executive's letter was released coincident with a recess appointment of Assistant Attorney General David H. Edelstein to the vacancy on the New York bench.

The President said he "reluctantly" agreed to give up his fight for Miss Hennock after she wrote him saying that she believed the recess appointment "should go to a nominee who is prepared to take office at once in a district where the docket is so crowded."

Mr. Edelstein, an Assistant Attorney General in the Justice Dept.'s customs division, was a former attorney for the New York City Welfare Dept. from 1934 to 1939.

Usual procedure is for the President to renominate at Congress' return, the person he has appointed during Congressional recess.

The letter exchange follows:

From the President to Comr. Hennock:

Oct. 31, 1951

Dear Miss Hennock:

I regret that the Senate Judiciary Committee has not taken action on the confirmation of your appointment as a United States District Judge for the Southern District of New York, as I think you are highly qualified and would have served with distinction. I am mindful of the reason which you have advanced for declining a recess appointment, and I reluctantly defer to your wishes in the matter.

Your outstanding record as a member of the Federal Communications Commission has earned wide public recognition, and I am confident your continued service on the Commission will advance the public interest in the vital field of communications. Your service has provided an outstanding example of the contributions which the women of America have to offer the people of this country, particularly in these critical times.

With assurance of my continued confidence, I am,

Very sincerely yours,
HARRY S. TRUMAN

From Comr. Hennock to the President:

Oct. 30, 1951

Dear Mr. President:

I am most grateful and highly honored by your offer of a recess appointment as United States District Judge for the Southern District of New York.

As you know, the Senate Judiciary Committee took no action before adjournment of the last session of Congress on my nomination for this vacancy which you submitted in June. I advised the Committee on October 15 that I would not accept a recess appointment to the bench if you were to honor me by tendering such appointment.

In reaching this decision, I had in mind the many complex problems which will continue to face the Federal Communications Commission during the next few years. As you know, the sound development of television has been my major concern during my service on the Commission, and under the circumstances, I think it would be right for me to follow to a conclusion the pending issues which so vitally concern the national interest in the coming years.

Under these circumstances, I believe most sincerely that a recess appointment should go to a nominee who is prepared to take office at once in a district where the docket is so crowded.

Although I am deeply moved by your expressions of confidence, and by the steadfast support of the many public officials and lawyers who have endorsed my candidacy and qualifications, I must therefore respectfully decline this appointment.

Respectfully yours,
FRIEDA B. HENNOCK

PIONEER broadcaster Richard E. O'Dea, president of WOV New York, and his son, Richard, look forward to a rich future for AM radio. Young Richard is finding station operation as stimulating as outboard racing, a sport in which he has won 28 awards to date.

TRUTH DRIVE HITS

Govt. Expert Announces

DESPITE the fact that the Soviet Union and satellite countries are spending about $1,409,000,000 for propaganda warfare, with some $840 million set aside for radio and other media [B•T, Oct. 29], the free world is not necessarily "losing the battle for men's minds."

This conviction was re-emphasized in a speech before the Life Insurance Advertising Assn. by Thurman L. Barnard, general manager of the department's international information program. He addressed the group at Williamsburg, Va., last Wednesday.

Of the total sum, Mr. Barnard said, Russia alone has been spending $928 million for propaganda as part of its "Big Lie" crusade to counteract the U. S. "Campaign of Truth."

Construction of new type transmitter facilities for the Voice of America will force the Soviet Union to "let the truth through or spend huge sums [in manpower and dollars] in the effort to keep it out," he declared.

Since the truth campaign was launched, he continued, the U. S. has made "major improvements in our radio network" with the result that the U. S. is overcoming Russian jamming at least 100% more effectively than 18 months ago. Additionally, VOA has stepped up its output 50%, with more stress on language programs behind the Iron Curtain.

"We have learned a great deal about how to utilize radio in the battle for men's minds," Mr. Barnard said, citing program surveys and samplings of overseas opinion. Best estimates today show the Voice is heard by over half of radio set owners in Iron Curtain countries. More than 20% of broadcasts are getting through to Moscow and up to 75% in rural Russian areas, he added.

FORD'S FIRST SERIES

To Cover UN Assembly

THE FORD FOUNDATION TV-Radio Workshop's first broadcast production, officials announced last week, will be a series of 12 weekly half-hour summaries of the Sixth United Nations General Assembly in Paris, to be carried over NBC-TV on Saturday from 7-7:30 p.m., starting Nov. 10 [CLOSED CIRCUIT, Oct. 29].

Robert Saudek, director of the Workshop, and Frederic W. Wile Jr., NBC vice president and director of television network production, announced plans for the series last Wednesday. Arthur M. Schlesinger Jr., associate professor of history at Harvard U., who wrote the Pulitzer prize-winning *The Age of Jackson*, will narrate the program.

John Coburn Turner, recently director of programs for Goodson-Todman Productions, has been appointed assistant director of the Television-Radio Workshop and will produce the *Assembly VI* series, Mr. Saudek announced Friday.

"The Workshop believes that the UN General Assembly in Paris is of such critical importance this year that a weekly television record should be made available to the American public," Mr. Saudek declared. "The Television-Radio Workshop is, therefore, dispatching a motion picture production crew to Paris for the duration of the assembly."

Mr. Saudek voiced pleasure "that so experienced a man as G. B. Buscemi, assistant director of the March of Time Television Dept., will have charge of the Paris operations and supervise the film editing."

The UN series, to be known as *Assembly VI*, will be offered for commercial sponsorship on a non-profit basis, under the Workshop's plan for utilizing commercial radio and TV in offering programs combining cultural, public service and entertainment values. Under the commercial but non-profit formula, sale of the series will mean that the Workshop will regain its production costs and that the network will recover its time charges.

NBC to Cooperate

Speaking for NBC-TV, Mr. Wile said: "The network has been conferring for months with the TV-Radio Workshop . . . and is happy to broadcast the Workshop's initial series of television programs. The Workshop has set its sights high, and we in NBC are ready to cooperate. NBC looks forward to continued exploration of ways by which superior informative programs can command an increasingly large audience on commercial stations."

The UN series will be produced under the supervision of Mr. Saudek and James Webb Young, mass communications consultant to the Ford Foundation, who assisted in the establishment of the Workshop, with the NBC-TV News and Special Events Dept. under Francis C. McCall cooperating in the production.

The Workshop was set up last August via a $1.2 million grant to the Fund for Adult Education to be used for Workshop purposes. What had been scheduled as the Workshop's first production, a radio series called *The People Act*, which was to have started on CBS Radio this month, has been postponed until January.

A graduate of Princeton with a degree in modern languages, Mr. Turner worked with various newspapers and magazines from 1938-42, being associated during that time with Marquis Childs and writing his own radio column for *The Washington Post*. He joined the New York writing staff of CBS 1942 where he worked with Dr. Lyman Bryson and Leon Levine on *Columbia's School of the Air* until he became an editor of the script division.

Joining ABC in 1944, he was manager of the script division from 1945 to 1950 and during this period was closely associated with Mr. Saudek in documentary production, including three which won Peaboby awards: "Hiroshima," "Communism—U. S. Brand," and "Clear and Present Danger." Mr. Turner left ABC in 1950 to join the Goodson-Todman staff to supervise, as director of programs, such shows as *The Web* and *What's My Line?*

On the dotted line.

SECOND consecutive year of advertising on WCAX Burlington, Vt., is negotiated for Vermont IGA Stores with signing by William Cooper (seated, r), treas., Burlington Grocery Co. Seated, Daniel O'Connel, asst. sls. mgr., Tea Table Mills, participating sponsor; (standing) Robert Bensen, WCAX acct. exec., and J. D. Swan, station mgr.

IT'S *Happy Birthday to You* for WHIS Bluefield, W. Va., listeners as Coca Cola Bottling Co. buys 52-week series. Completing arrangements are (l to r): Pat Flanagan, WHIS manager; W. O. Bivens, Coca Cola sls. mgr.; Charles Erhard, station sales.

EXLUSIVE contract is set with Gotham Recording Corp. by Pierre Crenesse (seated), dir., French Broadcasting System, as Gotham President Herbert M. Moss watches ceremony. FBS in North America supplies some 300 American stations with weekly transcribed programs free-of-charge.

SPONSORSHIP of CBS Radio's *Give and Take* by Cannon Mills Inc. is assured with signature of George Beyer Jr. (r), firm's adv. mgr. All smiles are John J. Karol (l), v. p., CBS Radio Network Sales, and W. Eldon Hazard, network sls. mgr.

SPOT campaign on WHK Cleveland's *Bill Gordon Show* for 7-Minit Pumpkin Pie Mix is negotiated by A. W. Fodor Co., that city, in cooperation with Six O'Clock Foods. A. W. Fodor (l), firm's pres., signs one-year contract as J. B. Maurer, WHK sls. mgr., stands by.

LIBERTY Savings & Loan Co. buys weekly half-hour *Music for Men* on WCKY Cincinnati. A. R. Tenhundfeld (seated), Liberty president, signs contract before (l to r) C. H. Topmiller, WCKY manager; Bob Fleming, acct. exec. and writer-producer of show; and M. S. Starnbach, Liberty secretary.

BASEBALL

Radio-TV Fees Swell League Incomes

THREAT to the broadcast media, implied by pending legislation that would exempt "all professional sports" from anti-trust laws, is on the wane, it was learned last week.

This revelation followed closely the release of figures by the House Monopoly Subcommittee showing radio-TV rights in professional baseball accounted for more than 10% of the leagues' revenue in 1950.

A staff spokesman of the House subcommittee, which has been investigating the anti-trust aspects of baseball, told BROADCASTING • TELECASTING that the Congressional group "is not going to buy a blank check such as the Johnson or Herlong bills."

Both bills referred to would exempt "all professional sports" from anti-trust laws. They are authored by Sen. Ed C. Johnson (D-Col.) and Rep. A. S. Herlong (D-Fla.).

Effect on radio-TV is obvious, should the legislation become law. The subcommittee now is writing a report as an aftermath of its baseball hearings [B•T, Oct. 29, Aug. 20, 13]. Since the bills, as written, would open a vista of activities engaged in by professional sports operators, it appears that the subcommittee will neither accept the Johnson-Herlong legislation nor will it write legislation of its own until the issue is carefully studied.

Radio-TV May Enter

Radio-TV may enter into the writing of the report, it was admitted. The subcommittee may discuss the broadcast media in its report to the extent that they point out the interstate nature of baseball—nub of many a court dispute.

However, the subcommittee doesn't expect to get into the "nature" of radio-TV rights and contracts, such as territorial rights and league rules—because of current litigation.

Revenue figures released to the subcommittee by baseball leagues provided the following information:

In primary radio-TV contracts, the American League clubs received $1,656,000 in 1950, the National League clubs, $1,708,000 the same year. Similar contracts for 1951—American League, $1,778,412.50, National League, $1,598,900, plus $110,000 for the All-Star game, $1,075,000 for the World Series.

Total revenue for 1951 was $4,561,312.50 for the leagues. In this breakdown, highest intake for an individual American League club (unnamed) was $402,500, lowest, $25,000. Highest National League Club revenue from radio-TV was $360,000, lowest, $72,500.

Also of interest to the broadcasters as to the amount they have been pouring into baseball coffers:

In 1950, the American League received a total revenue from home games amounting to $9 million; on the road, $2,500,000, and exhibition games, $350,000. Radio-TV netted the league $1,656,000. Added together this makes total revenue $16,338,000. Subtracting operating costs of $12,646,000 and other costs (player salaries, etc.), income was $1,829,000, which after taxes was $623,000.

Similar breakdown for the National League in 1950 (approximation) showed total revenue $15,696,000, of which radio-TV contributed $1,708,000. Total expenses amounted to $12,858,000, which gave a total operating income of $2,838,000, of which after further costs were deducted gave $678,000 before taxes or a total of $53,000 after taxes.

RESNICK NAMED

To Hear ABC-UPT Case

SELECTED to preside at the involved Paramount Pictures license renewals and ABC-United Paramount Theatres merger hearing—scheduled for Jan. 15—is FCC Examiner Leo Resnick. Appointment was made Oct. 22.

Mr. Resnick, who has been with the FCC since 1940 except for Navy duty during the war, was the examiner in the 1949 hearings on the purchase of the *Louisville Courier-Journal's* WHAS-AM-FM-TV by the Crosley Broadcasting Corp. (WLW Cincinnati). That sale was denied because of overlap between WHAS and WLW. Mr. Resnick is a graduate of Columbia U. Law School and served in various FCC legal positions before being appointed an examiner in 1947.

Efforts had been made to have the FCC *en banc* hear the merger case, but apparently they were unsuccessful.

PROPOSES AM GRANT

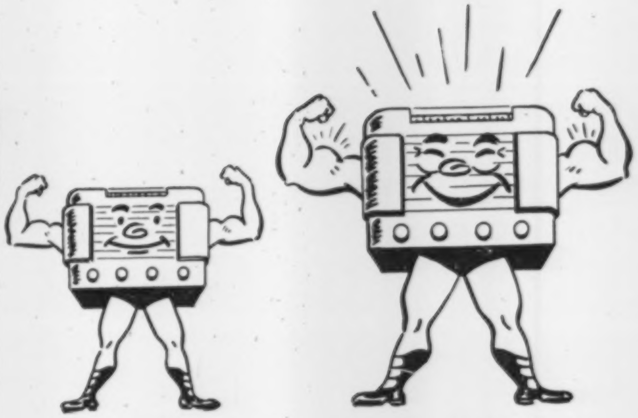
For Reedsburg, Wis.

INITIAL DECISION, recommending the grant of William C. Forrest's application for a new AM station in Reedsburg, Wis., on 1400 kc with 250 w fulltime, was issued by FCC Examiner J. D. Bond last week.

Question of overlap between the proposed new Reedsburg station and WIBU Poynette, Wis., also owned by Mr. Forrest, was resolved in favor of the applicant on the grounds that 4,000 people in Reedsburg had no primary broadcast service, day or night. The examiner felt that the fact 8,300 persons who would get daytime primary service from both stations was overshadowed by the benefits a new station would bring to Reedsburg.

WHO SAID NIGHTTIME RADIO IS DYING?

IN *Iowa*, IT'S UP 28.8%!



The 1951 Iowa Radio Audience Survey* proves conclusively that total radio listening in Iowa is greatly on the increase. An exact comparison with 1949 (when the Survey gathered the same listening data at approximately the same week of the year) shows that Iowa *nighttime listening, for example, is up 28.8%!*

Between 5 p.m. and 8 p.m., the Survey found increased listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

For the average quarter-hour period 5 a.m. to 8 p.m., the Survey found a 14.4% increase in listening, 1951 over 1949!

When you project these increases against the fact that Iowa also has more *families*, more *multiple-set homes*, and more *car radios* than in 1949, you find the increased *amount* of radio listening is even greater than the average percentages shown above.

Clear-Channel, 50,000-watt WHO continues, of course, to get the greater share of Iowa's increased radio listening. This and many other authentic, up-to-date facts about radio in Iowa are thoroughly documented in the 1951 Iowa Radio Audience Survey. Write for your free copy, *today!*

WHO

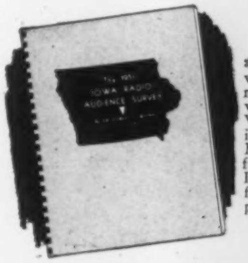
+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives



*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

CRITICAL MATERIALS

CBS Again Delays

CBS-COLUMBIA last week was granted a second postponement of a hearing before the National Production Authority on its appeal for additional critical materials.

The manufacturing arm of Columbia Broadcasting Inc. sought an additional three-week delay on a plea for an adjusted base period looking toward a larger output of monochrome TV receivers, radio sets, phonograph players and other products.

The reason was not immediately known but it was presumed that CBS-Columbia wants more time to modify its presentation in view of the government's clampdown on color TV production [B•T, Oct. 29, 22]. The meeting had been deferred once before—from Oct. 23 to Oct. 30 (last Tuesday).

Seeks Greater Quota

CBS-Columbia is seeking a greater quota of raw materials (steel, copper and aluminum) than that presently allotted to Air King Products, which it absorbed in the purchase of Hytron Radio & Electronics Corp. last June.

The manufacturing branch of CBS Inc. was given an adjustment of the Air King base period and appealed for larger quantities, partly on the ground that it planned to turn out 250,000 color telesets in 1952 as well as adapters and converters.

Not withstanding the color TV, blackout, CBS Columbia is still holding fast to its bid for more materials to turn out black and white sets. Present base period allocations which NPA allowed last August are insufficient, CBS-Columbia contends, noting that quarterly quotas enable it to turn out only about 35% of what Air King produced in 1951. NPA officials point out, however, that this conforms substantially to the pattern of cutbacks for all materials in civilian industries.

NPA denial of a higher base period formula on color telesets and so-called "slave" units reportedly was a prime factor in Defense Mobilizer Charles E. Wilson's decision to mothball color TV receiver production.

To have turned out 250,000 color sets next year, CBS-Columbia would have required that many fractional horsepower motors utilizing vital copper supplies.

Mr. Wilson reportedly advised CBS President Frank Stanton: "Not in your lifetime or in the lifetime of your children will there be enough coper to meet all the needs of everyone."

Last week Mr. Wilson's words were strongly underscored on another level, the Defense Production Administration.

"Copper supplies are almost dangerously short," DPA asserted. "Two large strikes, extreme shortage in scrap supplies and continued low imports caused by international prices have made copper the most critical of all important production metals for both the immediate and the long range outlook."

The civilian application of this vital metal was outlined to BROADCASTING • TELECASTING by John Milling, director of NPA's End Equipment Branch of the Electronics Products Division.

"There will be a sharp drop in the amount of copper available for civilian uses in the first quarter of 1952 from the fourth quarter of 1951. As with all consumer durables, there may be as much copper for Class B or less essential products, but military and defense-supporting orders will get them and consumers will receive what is left."

Allocations Announced

DPA already has announced allocations of copper for January-March 1952 to its Electronics Products Division, which serves as claimant agency for industry needs. Thus, only a small percentage of the 33,760,000 pounds set for copper will flow into civilian production of radio-TV sets and other goods.

DPA also lumped steel with copper, aluminum, cobalt, nickel and tungsten as the "most critical materials"—those "insufficient for defense and civilian demands."

The program embarked on by the electronics manufacturing industry to redesign, simplify and improve products through conservation was noted by the agency. These materials are used in cathode ray tubes, antennas, transmitter towers, magnetic speakers and in wiring and plating techniques.

Structural and alloy steel have grown scarce but the most pressing problem here involves the inadequate collection of scrap. Tight situation on steel and copper is pointed up sharply with growing industrial expansion for the defense "tool-up" and all-time productive highs.

Meanwhile Atty. Gen. J. Howard McGrath called for creation of a centralized procurement plan which would permit large, medium and small business firms all to participate in the nation's mobilization drive. He favors an inventory of all firms to determine their productive capacities.

IBEW REPLIES

Tracy Criticizes St. Louis Story

D. W. TRACY, president of International Brotherhood of Electrical Workers, charged last week that statements in the Oct. 29 BROADCASTING • TELECASTING about relations between St. Louis Local 1217 and local stations as well as the union's headquarters are incorrect and embarrassing to the union.

Mr. Tracy said the local and international have a long record of cooperation and added that he was highly disturbed about the article.

The story was based on information obtained from sources which BROADCASTING • TELECASTING consider reliable. It reviewed terms of wage demands submitted by Local 1217 to St. Louis stations.

"When a union as old as this has become stabilized in its operations I think they're doing a pretty good job," Mr. Tracy said.

"That local has no unsavory relations with stations. I have checked with employers in St. Louis. They speak very highly of the local. You have created the impression this is an unruly, undisciplined crowd. The record speaks for itself.

"The statements about the record of the local and its relations with the international are far from being correct. The local has a record of continuous cooperation with the international union. They've always lived up to the constitution and by-laws. We have had no trouble with them. We have cooperated with them and they have cooperated with us.

"We have our differences with employers, of course. We have a good record in the broadcasting industry and don't want to have that record marred. We don't like strikes and try to avoid them.

"This is a serious mistake, reflecting on our organization and one of the oldest and most progressive organizations in our union. I am highly disturbed about the article."

Mr. Tracy objected particularly to statements that the St. Louis local has a continuous record of unsavory relations with stations and has been called the most troublesome local in the electronic field. He also objected to a statement that IBEW headquarters described the local as antagonistic to the international.

Terms of the local's demands call for a flat $130 a week from stations plus a long list of other benefits. Two increases in scale have been granted in a year. The present contract expires Nov. 15. Demands are well in excess of the maximum permitted by Wage Stabilization Board regulations.

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Nov.			
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

* * *

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadacol), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 10: BMI Canada Ltd., Program Clinic, Royal Alexandra Hotel, Winnipeg.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14: Columbia Affiliates Advisory Board meeting, District 9, Hotel Utah, Salt Lake City.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 21: Broadcasters of Maryland and District of Columbia, meeting to complete organization of Maryland-District of Columbia Broadcasters Assn., Baltimore.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Dec. 5-7: NARTB Board of Directors, Washington.

Feb. 25: FCC-Theatre Television hear-

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

FARM WORLD TODAY!
A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET
WLS
(see inside front cover)
CHICAGO 7
CLEAR CHANNEL Home of the NATIONAL Barn Dance

WGAC . . . Augusta, Ga.

KERO . . . Bakersfield, Calif.

WGUY . . . Bangor, Maine

WKBW . . . Buffalo

WAYS . . . Charlotte, N. C.

WJJD . . . Chicago

WSAI . . . Cincinnati

KDAL . . . Duluth-Superior

WERC . . . Erie

KFPW . . . Fort Smith, Ark.

KFRE . . . Fresno, Calif.

WJEF . . . Grand Rapids

WCOG . . . Greensboro

WFBC . . . Greenville, S. C.

KTHT . . . Houston

WMBR . . . Jacksonville

WKZO . . . Kalamazoo

WROL . . . Knoxville

WIBA . . . Madison

WDGY . . . Minneapolis

KOMA . . . Oklahoma City

WIRL . . . Peoria

WGAN . . . Portland, Maine

KGW . . . Portland, Ore.

WPJB . . . Providence

WHBF . . . Rock Island-Quad Cities

KROY . . . Sacramento

KALL . . . Salt Lake City

KCBQ . . . San Diego

KJR . . . Seattle

KMA . . . Shenandoah, Iowa

KSOO . . . Sioux Falls, S. D.

KTUL . . . Tulsa

WRUN . . . Utica-Rome

WBRY . . . Waterbury, Conn.

KXEL . . . Waterloo, Iowa

KFH . . . Wichita

WILK . . . Wilkes-Barre

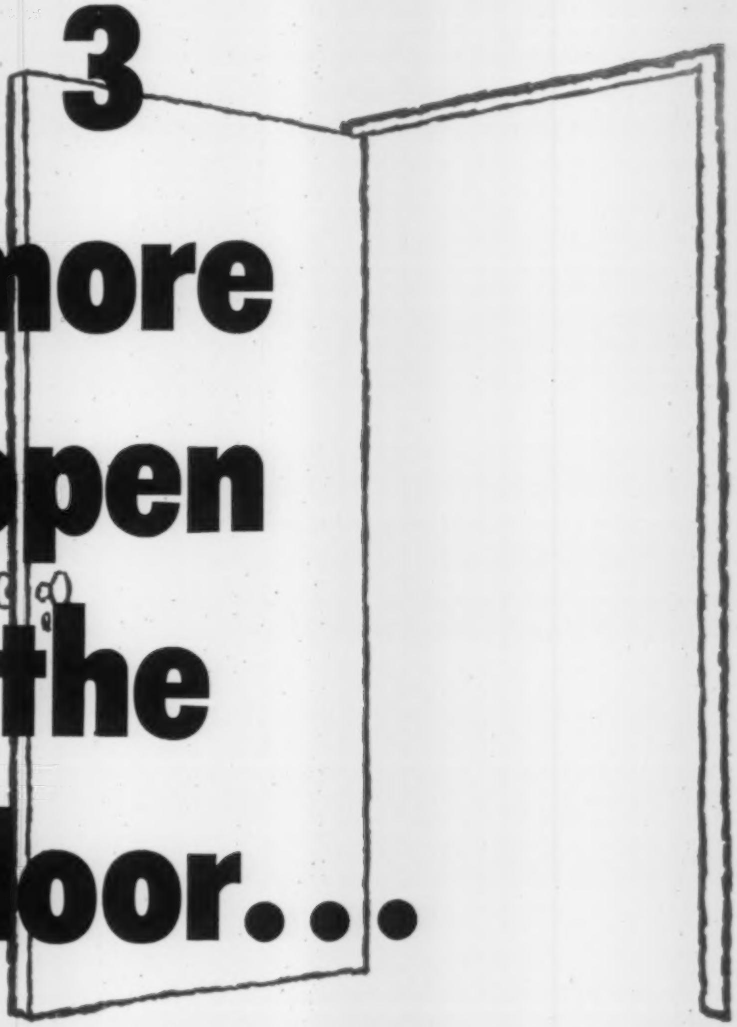
INTERMOUNTAIN NETWORK

TELEVISION STATIONS

WMBR-TV . . . Jacksonville, Fla.

WKZO-TV . . . Kalamazoo, Battle Creek, Grand Rapids

WHBF-TV . . . Rock Island-Quad Cities



3 more open the door...

to better representation

Three more *important* stations are being welcomed into the Avery-Knodel radio and television family. Three more stations offering agencies and their advertisers the best service in their markets . . . markets essential to every *national* advertiser.

with

AVERY-KNODEL, INC.

NEW YORK · CHICAGO · ATLANTA
SAN FRANCISCO · LOS ANGELES · DALLAS

1

WGAN

PORTLAND 5000 WATTS 560 KC

Maine's major markets in

2

WGUY

BANGOR 250 WATTS 1230 KC

WGUY-FM 11,000 WATTS

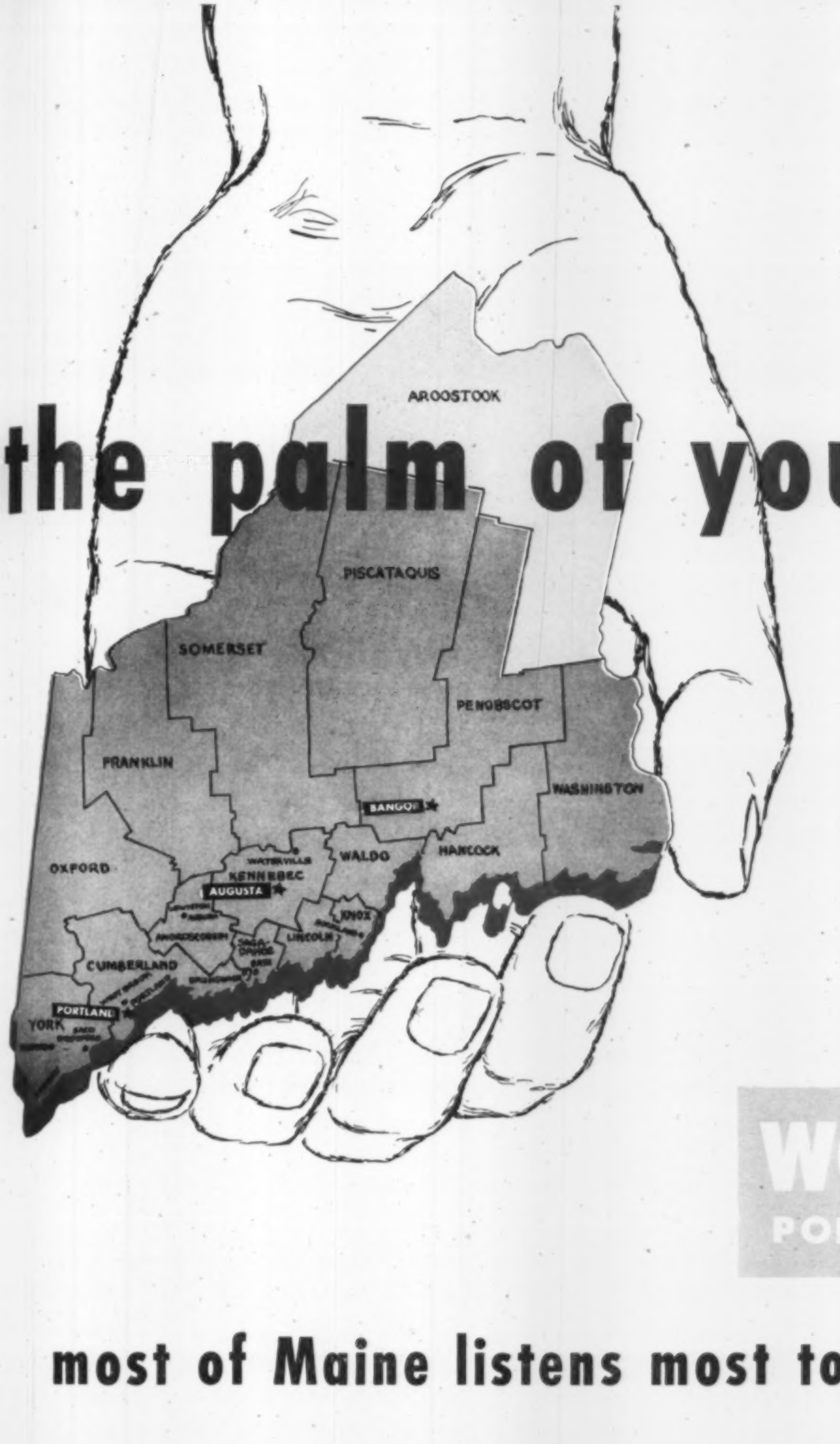
	TOTAL MARKET DELIVERED BY WGAN WGUY WGUY-FM
Radio Families	**220,920***
Retail Sales	**696,710,700****
Effective buying income	**$889,043,400****

*Radio Families, U.S.A.—1949
**Sales Management Survey of Buying Power, 1951

WGAN
WGUY
WGUY-FM

announce the appointment of AVER

in the palm of your hand


AROOSTOOK
PISCATAQUIS
SOMERSET
PENOBSCOT
FRANKLIN
WASHINGTON
BANGOR
OXFORD
WATERVILLE
KENNEBEC
WALDO
HANCOCK
AUGUSTA
KNOX
LINCOLN
ANDROSCOGGIN
SAGADAHOC
CUMBERLAND
PORTLAND
YORK

most of Maine listens most to

WGAN
PORTLAND

CBS
IN MAINE

WGUY
WGUY-FM
BANGOR

GUY GANNETT BROADCASTING SERVICES

NODEL as national station representative

3

WERC

ERIE 5000 WATTS 1260 KC

dominating northwestern Pennsylvania

Blanketing northwestern Pennsylvania and an area extending into southwestern New York and northeastern Ohio, WERC — NBC for Erie — covers a population of more than half-a-million* with America's No. 1 network programs and local shows keyed to this typically American region. One look at the WERC rate card and market analysis reveals that this is an excellent market opportunity for product testing, as many of the country's major advertisers have discovered.

WERC
ERIE

NBC

*Within 0.1 millivolt contour

represented now by AVERY-KNODEL, INC.

NBC Sets Formula

(Continued from page 23)

radio in its TV adjustment curve.

Again, without details of the TV adjustment curve at hand, no affiliate could possibly figure its rate changes under the new plan.

Significantly, the NBC report to affiliates said that in both television and non-television markets there were some affiliates whose rates would go up and others whose rates would go down. After adjustment for television, the total network rate as proposed is about the same as it now stands since the 10% reduction last summer.

DAYTIME RATES

About the same technique was used to establish daytime rates as was used for evening charges. Radio homes used as a base were those within the station's daytime 50% BMB area, and these were weighted for retail sales on the basis of population and sales within the daytime area.

Since listeners per 1,000 radio homes in the daytime average about 45% of those at night, NBC fixed daytime base rates on the curve so they would produce costs-per-thousand that were 45% of the costs-per-thousand figured on the evening rate curve.

TV adjustment in daytime rates was not as severe as at night. No television adjustment at all was made in morning rates, but in the afternoons the adjustment was made this way:

NBC said the best current data indicated that at most there was a 25% loss of radio listening to TV in the afternoon. The TV adjustment formula therefore provides for a 25% adjustment in the new daytime base rate when TV saturation in the station's area reaches 100%, and for a sliding scale downward (which was not further described) in ratio to the amount of TV penetration.

Under the proposed schedule, stations in non-TV markets will have the same morning and afternoon rates; those in TV markets will have afternoon rates somewhat lower than their morning rates. Although many stations will find their rates going either up or down under the plan, the total network morning rate will be slightly higher than it now is, and its afternoon rate about the same.

The description of the plan that NBC last week sent to affiliates also dealt at length with changes in network option time. These had been described to some extent earlier [B•T, Oct. 8], but here's a summary of the changes and the time table that NBC has set to accomplish them:

"By Jan. 1, 1952: For Eastern and Central Zone stations, the addition of 9:30-10 a.m. New York time as network option time weekdays; a change in the evening network option time to 7:30-10:30 p.m. New York time weekdays; and the addition of 9-10 a.m. local time on Sunday as network option time.

"Also by Jan. 1, 1952: For Pacific Zone stations, a change in morning network option time to 9:45 a.m.-12 noon and 12:15-1 p.m. weekdays and a change in evening network option time to 6:30-9:30 p.m. weekdays, both in local time. For Mountain Zone stations, the addition of 10-11 a.m. local time on Sunday as network option time.

"By Oct. 1, 1952: For Eastern and Central zone stations, the addition of 9:15-9:30 a.m. New York time and 12:15-12:30 p.m. New York time weekdays as network option time, provided the 9:30-10 a.m. period has been sold; and a change in afternoon option time to 2-5 p.m. New York time weekdays."

NBC described its new rate structure as "a fundamental change in network radio rate-making" which "for the first time . . . establishes radio homes, weighted by a retail sales index, as the basic factor in the construction of network rates."

The formula, said NBC, "provides a basis for rate adjustments which can be made in terms of measurable factors and will conform to the changing values of network radio."

As affiliates last week pored over the voluminous report, they agreed that NBC had made a whopping attempt to set things straight, and most applauded the principle and the effort. What they all were waiting to hear, however, was how much up or down they would be asked to move their rates when the station relations man from headquarters came around.

Radio Everywhere

HAVENS & Martin stations WMBG and WCOD (FM) Richmond have embarked on an "Everywhere There Is Radio" campaign in their area. Campaign utilizes announcements which point up advertising in the medium, concluding, "Radio advertising is good business." Havens & Martin also operates WTVR (TV) Richmond.

McDonald to WNOE

PATT McDONALD, formerly general manager of WHHM Memphis and recently vice president and station relations director of Liberty Network, has joined WNOE New Orleans as vice president and general manager. James E. Gordon is president of the 50 kw New Orleans outlet. Mr. McDonald resigned as NARTB director-at-large for small stations last spring when he left WHHM. He had served on NARTB committees and had been active on behalf of small stations in association affairs.

Mr. McDonald

RADIO'S CAMPAIGN

Knoxville Stations Join

CAMPAIGN spreading over the nation to talk up radio's selling power added Knoxville stations WROL WNOX WBIR WKGN and WIBK last week.

Beginning last Thursday, the stations kicked off their drive to promote the radio industry and to make the public more aware of the part radio plays in the lives of every American.

Cooperating stations represent each of the networks—WROL, NBC; WNOX, CBS; WBIR, ABC; WKGN, Mutual. WIBK is an independent. Each station has been supplied with a disc from World Broadcasting System, firm that has originated the promotion. Each disc features a radio star.

MD.-D.C. UNIT

Broadcasters Meet Nov. 21

FINISHING touches on what is to become the Maryland-District of Columbia Broadcasters Assn. are slated to be applied in a Baltimore meeting of broadcasters from Maryland and D. C. on Nov. 21.

Harold E. Fellows, NARTB president, will speak at a morning session with an after-luncheon speech by a representative of a national advertising agency to be named. Election of officers will follow.

Committee appointed at an Annapolis meeting to draft a constitution and by-laws comprises: Charles J. Truitt, chairman, WBOC Salisbury; Joseph L. Brechner, WGAY Silver Spring; Charles E. Smith, WTBO Cumberland; John E. Surrick, WFBR Baltimore, all Maryland, and Ben Strouse, WWDC Washington.

Industrial Field

(Continued from page 25)

Timken has been out with sleeves rolled up and fists flying. In that period we have had several surveys taken to find out if indeed we are making enemies. The results of those surveys show conclusively that the prestige and reputation has been markedly enhanced.

"Timken, honestly and boldly, has taken a clear-cut unmistakable position on the subject of government spending, unnecessarily high taxes and increased functions of the federal government. Our plant city communities think none the less of us. In fact, on the contrary. And if ever a country needed leadership that would speak out in courageous unmistakable tones, it is the United States of America . . . 1951."

Emil Waelti

FUNERAL SERVICES were conducted Tuesday for Emil Waelti, 48, engineer at WBBM Chicago for 17½ years, who died the previous Sunday. Mr. Waelti, a member of IBEW Local 1220, is survived by his wife and two children.

For ears that cuddle closer
And folks who can't say "no sir". . .

Programs that really do you good;
Pick a station that's a honey

And you'll make a lot more money!
In Greater Grand Rapids, it's WOOD!

Is WOOD a real buy?
Call Katz and see why!

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids . . .

WOOD

5000 WATTS • NBC AFFILIATE
and WOOD-TV
GRAND RAPIDS, MICHIGAN
•
Also WFDF — Flint, Mich., WEOA — Evansville, Ind., WFMB and WFMB-TV, Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

NEW CD MONEY

Bill Signed by Truman

PRESIDENT TRUMAN last Thursday signed a supplementary money measure (HR 5215) providing additional funds for federal civil defense communications and public media during the fiscal year ending next June 30.

Here is what the President's signature means:

- Allows the Federal Civil Defense Administration $3 million for communications and $240,000 for attack warning systems.
- Allots FCDA $1.5 million-plus for "educating the man on the street" through radio, TV and other media, and another $3.5 million for "executive direction," including public information operations.
- Prohibits the Treasury Dept. from using any funds for paid radio, TV, press and other campaigns to promote savings bonds.
- Rejects the request of the FCC—and of the Chief Executive himself—for $1,340,000 to buttress the Commission's security monitoring activities (This had been rejected by both House and Senate Appropriations Committees and thus did not come up for vote.)

Other legislation previously signed by Mr. Truman knocked out money for paid armed forces recruiting drives in all media.

VOELLER FIRM

Formed in Hollywood

WILL H. VOELLER, for three years president of Universal Recorders, Hollywood, has resigned to form his own company, Will H. Voeller Productions.

Mr. Voeller

With Universal for six years, Mr. Voeller said he will concentrate solely on radio and television production, with nucleus based on contracts now in force with his former firm.

FREEDOM WARNING

Dr. Bronk Gives Views

AMERICA will have freedom only so long as it has free dissemination of information and knowledge, Dr. Detlev W. Bronk, president of Johns Hopkins U., said Wednesday in address to the third anniversary celebration of WAAM (TV) Baltimore. Dr. Bronk president of the National Academy of Sciences, serves as chairman of the WAAM Program Advisory Council.

Dr. Bronk told how he had personally investigated the suppression of radio in Europe.

CBS Heroine

FLORENCE WARNER, assistant to the CBS Radio director of talks, was awarded the Carnegie Bronze Medal for Heroism last week for saving a man from drowning off the coast of Florida in 1950. Mrs. Warner, aboard a cabin cruiser in Hawk Channel in the straits of Florida, rescued William E. Kriedler, 31, when he fell into the sea.

NEW NARTB AIDE

Mrs. Whittenburg Named

APPOINTMENT of Mrs. John V. Whittenburg as special assistant in the NARTB Public Affairs Dept. was announced Thursday by President Harold E. Fellows. She will serve under Robert K. Richards, public affairs director.

Mrs. Whittenburg will prepare weekly industry-government highlights for NARTB as well as aid in writing and editing other association newsletters. Before joining NARTB Mrs. Whittenburg was makeup editor of BROADCASTING • TELECASTING, resigning last September to be married. Her maiden name was Jo Hailey. A native of Dublin, Tex., she was educated at Hillsboro Junior College and U. of Texas, receiving a B.S. degree in radio and TV at American U.

R. M. MARRIOTT

Was Engineering Pioneer

ROBERT M. MARRIOTT, 72, radio engineer and pioneer in broadcasting, died last Wednesday at his home in Brooklyn, N. Y.

During his electronics career, Mr. Marriott, who was born in Richwood, Ohio, began radio experimentation while a student at Ohio State U. in 1897. He is credited with being the first man to put the telephone and detector method of radio reception, forerunner to the vacuum tube, into practice. He was consulting engineer of the Federal Radio Commission in 1928-29 and acting Commissioner in the FCC's Zone I area. A former president of the Institute of Radio Engineers and the Wireless Institute, Mr. Marriott served on numerous radio and electronics organizations.

Litvin to Take Leave

FCC HEARING Examiner Fanney N. Litvin will take a two-month leave of absence for personal business reasons beginning about Dec. 1. Two of her cases were ordered certified to the Commission for initial decision without preparation of a recommended decision by the Examiner. They are Blytheville, Ark., and Lawton and Anadarko, Okla., cases.

EVEN "ODDS AND ENDS" ADD UP TO $142 MILLION IN CENTRAL OHIO

HAPPY BIRTHDAY
Merry Xmas
HAPPY MOTHER'S DAY
EASTER GREETINGS

GENERAL MERCHANDISE SALES HIT $142,655,000* ANNUALLY

Miscellaneous sales add up to big business in Central Ohio. And powerful WBNS, Central Ohio's only CBS outlet, gets through to the 24 Central Ohio Counties with all 20 top-rated programs, day and night! (May-June Hooperatings). And you get more listeners per dollar than from any other local station. For time availabilities and rates, write us or contact your John Blair Representative.

YOU GET A GIFT OF MORE LISTENERS PER DOLLAR ON WBNS

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

* Source, '51-'52 SRDS Consumer Mkts.

SOLD OUT!
KMPC

KMPC IS DOING SUCH A CLASS A JOB① FOR SO MANY CLASS A NATIONAL ADVERTISERS② AND CLASS A LOCAL ADVERTISERS③ IN THIS CLASS A MARKET④ THAT WE'RE 100% SOLD OUT OF CLASS A PROGRAM TIME⑤

① Sort of a one-station network, we cover 205 Southern California communities.

② Such as: Bayer Aspirin, Birds Eye, Camels, Del Monte, Ipana, Libby.

③ For example: Gallen Kamp Stores, E. F. Hutton, Marshall & Clampett, Thrifty Drug Stores.

④ Sell your product *first* in Southern California— and the *rest* of the world will buy.

⑤ Although our definition of Class A time is 6:00 P.M. to 10:30 P.M., we are virtually sold out until 1:00 A.M.

FREE SPEECH MIKE

KMPC

LOS ANGELES—710 KC

50,000 watts daytime • 10,000 watts nighttime

REPRESENTED BY H-R REPRESENTATIVES, INC. • AFFILIATE, LIBERTY BROADCASTING SYSTEM

RADIO CONTINUES TO BE "AMERICA'S GREATEST ADVERTISING MEDIUM"

CANADIAN ASSOCIATION OF BROADCASTERS
C A B

Re:

TULLIBEE, SAUGERS & HAKE

What? Another agency? A firm of legal beagles? A brokerage house?

No—just the names of three of nineteen different kinds of fish marketed commercially in Canada's 200 million dollar fishing industry. From the Grand Banks off Newfoundland to the salmon-choked Fraser River in British Columbia, fishing is big business to Canadians. Within the last 15 years, the market value has jumped from 45 million to around 200 million, keeping pace with Canada's booming economy.

Canada ought to be, must be, a good catch for your product. Angling for customers in Canada is, like catching the elusive salmon on the Restigouche in New Brunswick, a tricky business. Putting first things first, the angler must be guided to the more promising fishing grounds and given the right bait.

In Canada, radio is your best bait. Guides who know say radio lands the biggest catch because radio plugs your product day or night, any day of the week, wherever your best markets are.

To compound the jargon of the fisherman into selling sales sense: Your Canadian network of private radio stations from coast to coast is the net that works in catching customers.

If you're planning to get your feet wet in this fastest growing market, remember:

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.

NFL REPLIES

Requests Dismissal Of Justice Suit

THE NATIONAL Football League asked the U. S. District Court last week to dismiss the Federal anti-trust move to break up restrictions on televising and broadcasting games [B•T, Oct. 15].

Former U. S. Sen. Francis J. Myers, one of eight attorneys representing the league, asked dismissal on the grounds that the complaint "fails to state a cause of action upon which relief can be granted."

The government, in a suit filed Oct. 9, accused the league of violating the Sherman Act in "blacking out" telecasts and broadcasts of local games.

The motion for dismissal called the complaint defective and asked for a more definite statement of the charges.

Exception was taken to two paragraphs in the federal suit. One charges a continuing agreement to restrict persons and areas to whom the games may be shown. The other has to do with denying the public in various cities an opportunity to see the events telecast.

The first paragraph, the league charged, fails to identify the continuing agreement or to say whether the agreement is oral or written.

The motion charged that the other paragraph is defective because it fails to state which radio or television stations are boycotted; fails to identify the cities affected, and fails to state which radio and television stations "are ready, willing and able to satisfy the widespread public demand."

The league contended that certain portions of the complaint should be stricken because there is no allegation that the alleged "blacking out" constitutes a violation of the Sherman Act.

"Since we do permit reproductions of our games," the motion said, "the NFL then is not in violation of the Sherman Anti-Trust Act."

Certain sections of the government's charges, the motion declared, "are so vague and ambiguous that it is impossible for the league to prepare a responsive pleading which would adequately meet the charges of the complaint."

The Federal action was filed by H. Graham Morison, assistant to the U. S. Attorney General, in charge of the anti-trust division.

A government attorney had said that, if the action is successful, other sports leagues and associations will be sued similarly, indicating college football may be included.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK SEPTEMBER 16-22, 1951

NIELSEN-RATING *

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average for All Programs)	(5.5)
1	Lux Radio Theatre (CBS)	13.3
2	Arthur Godfrey's Scouts (CBS)	10.5
3	Walter Winchell (ABC)	9.9
4	Jack Benny (CBS)	9.3
5	Gene Autry Show (CBS)	9.0
6	F.B.I. in Peace and War (CBS)	9.0
7	Mr. and Mrs. North (CBS)	8.9
8	Gangbusters (CBS)	8.7
9	Dragnet (NBC)	8.4
10	Mr. Keen (NBC)	7.9
	EVENING, MULTI-WEEKLY (Average for All Programs)	(3.8)
1	Beulah (CBS)	5.5
2	One Man's Family (NBC)	5.2
3	Lone Ranger (ABC)	5.2
	WEEKDAY (Average for All Programs)	(4.3)
1	Ma Perkins (CBS)	8.4
2	Romance of Helen Trent (CBS)	8.3
3	Big Sister (CBS)	7.8
4	Our Gal, Sunday (CBS)	7.5
5	Wendy Warren and the News (CBS)	7.4
6	Aunt Jenny (CBS)	7.1
7	Pepper Young's Family (NBC)	6.8
8	Guiding Light (CBS)	6.7
9	Perry Mason (CBS)	6.3
10	Road of Life (NBC)	6.3
	DAY, SUNDAY (Average for All Programs)	(2.2)
1	True Detective Mysteries (MBS)	5.3
2	Martin Kane, Private Eye (NBC)	3.9
3	Sunday Morning Gatherin' (CBS)	3.6
	DAY, SATURDAY (Average for All Programs)	(3.5)
1	Theatre of Today (CBS)	7.5
2	Alias Jane Doe (CBS)	5.4
3	Mary Lee Taylor (NBC)	5.4

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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CANADA MEET

Hears IRE, RTMA Papers

FIRST international radio fall meeting of the Institute of Radio Engineers and the engineering departments of the Radio-Television Manufacturers Assn. was held jointly with the Canadian sections at the King Edward Hotel, Toronto, October 29-31.

Technical meetings, the three-day session was devoted primarily to television and supply of materials. About 700 delegates, mostly from the U. S., attended the meetings. The next radio fall meeting is to be held at Hotel Syracuse, October 27-29, 1952.

Following addresses of welcome by R. A. Hackbusch, president of RTMA of Canada, and of I. S. Coggeshall, president of IRE, the opening morning sessions were devoted to noise immunity and local oscillator radiation suppression in TV receivers. L. M. Clement, Crosley Division, Avco Mfg. Corp., reported on material supply and told the meeting that RTMA was endeavoring to have the same conservation measures adopted for the manufacture of domestic receivers adopted by military on electronics defense orders.

Monday afternoon sessions were devoted primarily to tube circuits and tube reliability. Tuesday and Wednesday sessions were devoted mainly to TV, with Wednesday morning session to audio developments.

To a time buyer who missed these items in the papers

It's just possible that you didn't see this in the Prairie du Chien papers. So we quote: "John Pettra, owner of the Zoo, has been using radio advertising this summer and fall to let people know that he has an outstanding attraction right in their own backyard. It has paid off in big dividends. If you are doubtful, drive down that way any Sunday afternoon and see for yourself the number of people who came here to see the Zoo. Mr. Pettra gives a large share of the credit for his influx of visitors to Station WMT of Cedar Rapids."

Prairie du Chien is in Wisconsin, 98 miles northeast of us. The Zoo's three floating spots a week cost about as much as elephant feed, namely, peanuts.

While we're on the subject of news items, did you see the UP release which related how some folks out this way worked themselves into a tizzie about certain belly dancers at the State Fair? There was talk which questioned whether or not that particular sort of muscle control offered the right kind of evidence of Iowa's greatness. One of the young G-string ladies said she had no apologies to make, and several fair-goers allowed as how they agreed with her. Far as we're concerned, we'd cut off our legacy before getting mixed up in such controversies. Whatever figures you look at, Iowa is richly endowed, and WMT caresses Iowa ears like corn-on-the-cob. *Statistic*: Iowa cash income from corn (1950), $203,267,000. What wasn't converted into cash went into hogs which were worth $781,498,000.

What went into people isn't known, since exact corn-on-the-cob figures are not available. But for data on what can go into, and come out of, WMT, please see the Katz Agency rep.

5000 WATTS,
600 KC.

WMT

CEDAR
RAPIDS

Represented Nationally by the Katz Agency

BASIC CBS
RADIO NETWORK

Broadcasters' Aid

(Continued from page 25)

tional, or public service-type advertising, rather than for quick sales of automobiles.

Some 80% of NADA members are located in towns of 25,000 or fewer inhabitants. This means that the local auto dealer in such towns is one of the biggest businessmen in the community and, as such, is repeatedly among the first to be called on in civic drives, Mr. Wolfington said. But does the general public realize how important a member of the community the auto dealer is, he asked.

NADA thinks not and thinks further that radio is the best media for pointing this fact out to the public.

There are several aspects of the many-sided story which dealers should use radio to tell. To stimulate the use of radio, NADA is peppering its members with urgings and suggestions.

NADA indicated it would welcome similar efforts from the nation's time sellers.

A particular angle which NADA suggests to the time sellers affects women motorists.

Research has shown NADA that 65% of women drivers never take their cars in for repairs because they don't trust their own mechanical judgment as to what is wrong with their cars and they do not have sufficient confidence in getting an honest appraisal from a repairman.

Salesmen's Opportunity

NADA points out that here time salesmen might be able to sell a package to an automobile dealer during the daytime hours for a program directed at housewives.

The 1952 demand for automobiles is expected to outweigh by a half million the 4½ million cars slated for production, according to NADA. This is going to increase demand for used cars.

NADA is of the opinion that only a small percentage of the public realizes what it means to deal with an automobile firm which has a franchise to protect as against buying from a strictly used-car dealer.

At present, automobile dealers make extensive use of classified ads in newspapers to make sales of specific cars. What NADA is trying to get dealers to do is to sell themselves as a place where customers may with confidence buy a car or have one repaired.

A deluge of material is sent to each NADA member, trying to put them into a receptive frame of mind insofar as radio and/or television advertising is concerned.

NADA suggests to time sellers that they strike while the iron is hot.

Statistics and ideas for spot campaign programs and packages may be had by writing to Walter M. Kiplinger, director of promotion, NADA, 1026 17th St., N. W., Washington 6, D. C.

A free ride to Canada
(AND A 2 BILLION DOLLAR MARKET)

WGR covers the rich industrial and farming areas of Western New York—a gigantic market in itself.

But WGR also gives advertisers a big plus in its coverage of its across-the-border neighbor—the two billion Toronto-Ontario marketing area where WGR is the 3rd most-listened-to station.

Columbia Network

WGR 55 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

Hymns Sell Autos

AUTOMOBILE dealer, the Bluefield Trading Center, was visited by 30 potential customers and by five purchasers, as a result of 10-minute program sponsored over WHIS Bluefield, W. Va., an NBC affiliate, the station reports. Program, *Hymns for Today*, featuring transcribed hymns by America folk artists, also drew 10 telephone inquiries for the dealer. The following day saw equal success, WHIS notes. Program is presented five-times weekly at 1:30 p.m. by Douglas Ford, staff announcer.

KAN. AP MEETING

Continues News Contest

MEMBERS of Kansas Assn. of Associated Press Broadcasters, at the annual fall meeting Oct. 28 in Manhattan, voted to continue their monthly news contest another six months. Contest, which was started by association last spring, makes a monthly award to station newsman submitting best story to AP.

Representatives attending the meeting included: Thad Sandstrom, KSEK Pittsburg, who was elected state chairman succeeding George Gow, KANS Wichita; Ray Kozak, KMAN Manhattan, who was named vice chairman; Olaf Soward, WIBW Topeka; Hank Davis and Chuck Gerber, KNEX McPherson; Mel Haines, KWBW Hutchinson; Max Bicknell, Lyle Ticknor and Sid Rose, KTSW Emporia; John Hendry, KSEK Pittsburg; Jim Ayres, KAYS Hays; Fay N. Seaton, operator of KMAN, and publisher of Manhattan *Mercury-Chronicle*, Howard D. Neighbor and Marvin Houtz, KMAN; Bailey Axton, KTOP Topeka; Dick Embody, KGGF Coffeyville; L. L. Longsdorf and Bob Hilgendorf, KSAC Manhattan; Ken Thomas, Frederic D. Butcher and Bob Fell, KSDB-FM Manhattan. Representing AP in Kansas City were Bureau Chief Frank Gorrie and State Editor Joe De George.

Thomas Mitchell Signed

ACTOR THOMAS MITCHELL has been signed by World Broadcasting System, transcribed library program and feature production firm, to star in a special half-hour Christmas show, *The Miracle at Christmas*, World officials announced last week. The disc, with open spots for local sponsors' messages, is one of a number of special Christmas features which will be provided World affiliates, spokesmen said. The company meanwhile has released three special half-hour script shows, designed for stations to use with local talent. First was a Halloween show for last Wednesday night; others are *The Poetry and Prose of Peace*, for broadcast on Armistice Day, and *We Count Our Blessings*," for Thanksgiving.

The facts about radio in California's $660 million FRESNO MARKET

SAN FRANCISCO
FRESNO
LOS ANGELES

IN THE CITY OF FRESNO for example . . .

HOOPER FOR CITY ZONE
OCT. 1950 THROUGH FEB. 1951

SHARE OF AUDIENCE

TIME	KMJ	SECOND STATION
MON. THROUGH FRI. 8:00 AM - 12:00 NOON	30.4	29.7
MON. THROUGH FRI. 12:00 NOON - 6:00 PM	39.6	23.1
SUNDAY 12:00 NOON - 6:00 PM	31.5	22.8
SUN. THROUGH SAT. EVE. 6:00 PM - 10:30 PM	35.1	34.5

Note that in each of the 4 segments reported by Hooper, KMJ is the top station. KMJ also leads in 5 out of the 7 individual *evenings* rated. Of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in *69*. That's a 76% lead over next closest station!

AND IN THE WHOLE 4-COUNTY FRESNO MARKET —**

KMJ is again the top station — with a BMB penetration of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the market's 143,030 radio families) is ¾ths larger than that of second best station!

*Sales Management's 1951 Survey of Buying Power, Net EBI. **U.S. Dept of Commerce Wholesale Trading Area.

NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC NBC 5,000 WATTS

One of the Bonanza Beeline Stations . . . McClatchy Broadcasting Company
Paul H. Raymer, National Representative

KMJ

AFFILIATED WITH THE FRESNO BEE

REPLY TO JONES

Issued by Scheideler

JOSEPH SCHEIDELER, president of Scheideler, Beck & Werner, New York, issued a statement last week refuting charges made by Duane Jones.

He spoke for himself and other former employes of Duane Jones Co. who now are with Mr. Scheideler's firm and two other agencies.

"These former executives were forced to terminate their relations with the Duane Jones Co. by reason of intolerable conditions which rendered it impossible for the business to continue upon a sound basis, and for us personally to work in harmony with the head of the agency," the statement contended.

'Violated No Contract'

"At the outset," it said, "we desire to make it crystal clear that we have violated no contract with the Duane Jones Agency; nor have we induced any client of that agency to violate any contractual obligation. I believe the evidence is overwhelming on that point and we would welcome the opportunity to have the courts decide it, if, as and when Mr. Jones sees fit to file his long-threatened suit. We never intended, nor do we now propose, to try this case in the press, but Mr. Jones' continued reiteration of distorted facts deserves this public denial.

"Mr. Jones has asserted that we 'pirated' his accounts. This is belied by his paid advertisement on Sept. 27, 1951, wherein he states:

"'. . . It was unfair to ask them [clients] to stay with me through my period of indecision. I therefore resigned all Duane Jones accounts—unprecedented so far as I know.'

"We can prove, . . . that no one of us ever solicited a Duane Jones company client for business while an officer of that company. Many of his accounts withdrew because of the same intolerable conditions of Mr. Jones' creation which confronted us.

"Mr. Jones claims he received a flat 48 hour ultimatum to resign from the agency or we would. The mere fact that we continued to negotiate with Mr. Jones over a period of six weeks completely explodes the '48 hour ultimatum' statement.

Agency Billings Claim

"Mr. Jones, in one statement, claims $17,000,000 billing. In another $15,000,000 billing. He claims, further, to have secured this business single handed. While there is no question that Mr. Jones made a major contribution in past years, it can be easily proved he did not secure the business single handed and in no calendar year since he started the agency did the billing ever exceed $11,200,000.

"At Duane Jones Company, the executive and employes had two incentive plans: A stock purchase plan and an employes' pension trust. One of the first moves Mr. Jones made when it became evident that our dissatisfaction with his conduct of affairs was genuine, was an attempt to destroy the value of our stock by setting up a retroactive bookkeeping entry. One minute, he publicly declared the stock to be worth $88 a share (in fact, he paid this to a retiring executive after July 1). Later he stated through his counsel that the stock had no value.

Firm's Pension Trust

"On the pension trust, his tactics were even more transparent. He tried to wipe out our interests in the trust by 'firing for cause'—in some cases, executives whose employment had already terminated. As the pension trust is set up, any money so recovered would be used indefinitely to pay the premiums for others, including Mr. Jones, who is an important beneficiary. He has, by these tactics, forced us to sue for the monies due us. . . . Our counsel, Neil P. Cullom, will press for an early trial and I am positive our rights will be completely protected by the courts."

POOR RICHARD CLUB

Sets Up Community Group

IN RESPONSE to the feeling of many members that the Poor Richard Club, Philadelphia advertising club, should play a more vital and effective role in the community life of Philadelphia, the Committee for Community Projects has been formed.

The new group includes many Philadelphia executives in advertising agencies, radio and television stations and newspapers. They are:

Wilfred Delamater, chairman of the committee; Earle A. Buckley, The Buckley Agency; Roger W. Clipp, WFIL-AM-TV; George T. Eager, "Evening Bulletin"; Jerome B. Gray, Gray & Rogers; Harold S. LeDuc, Bell Telephone Co.; Al Paul Lefton, Al Paul Lefton; John A. E. McClave, Lewis and Gilman; Joseph P. McLaughlin, The Beacon Agency; James J. D. Spillan, Benjamin Eshleman Agency; Joseph L. Tinney, WCAU-AM-TV; M. Wistar Wood, Charles Morris Price School of Advertising.

Campeau Rescued

JOSEPH CAMPEAU, 26-year-old son of J. E. (Ted) Campeau, president and general manager of CKLW Windsor-Detroit, was rescued fortnight ago from a drifting speedboat on Lake St. Clair after a 30-hour ordeal. Mr. Campeau, with the son of a Windsor physician, was on a duck hunting trip when the engine of the boat failed and it was driven into the lake.

EVERY SUNDAY NIGHT IN ORLANDO, FLORIDA
WLOF PRESENTS THE
"MERRY-GO-ROUND"
7:00 P.M. TILL 1:00 A.M.

This big, six-hour, telephone request show is conducted by two of WLOF's top disc jockeys, Bocky Smith and Tom Harper. More than 100,000 listeners telephone requests to this program annually. Here is a show that has IMPACT on Orlando and all of Central Florida.

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF
"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA
J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

New Models in Pork Chops

If you were to design a pig, you'd probably start with some *well-streaked* bacon, surround it with *tender* chops and *meaty* roasts, and append a couple of hams—ones that would fit nicely in an apartment-size oven.

These specifications are ones that customers, by their preferences and purchases, pass along to meat packers. Meat packers pass them along to the farmers who raise the pigs.

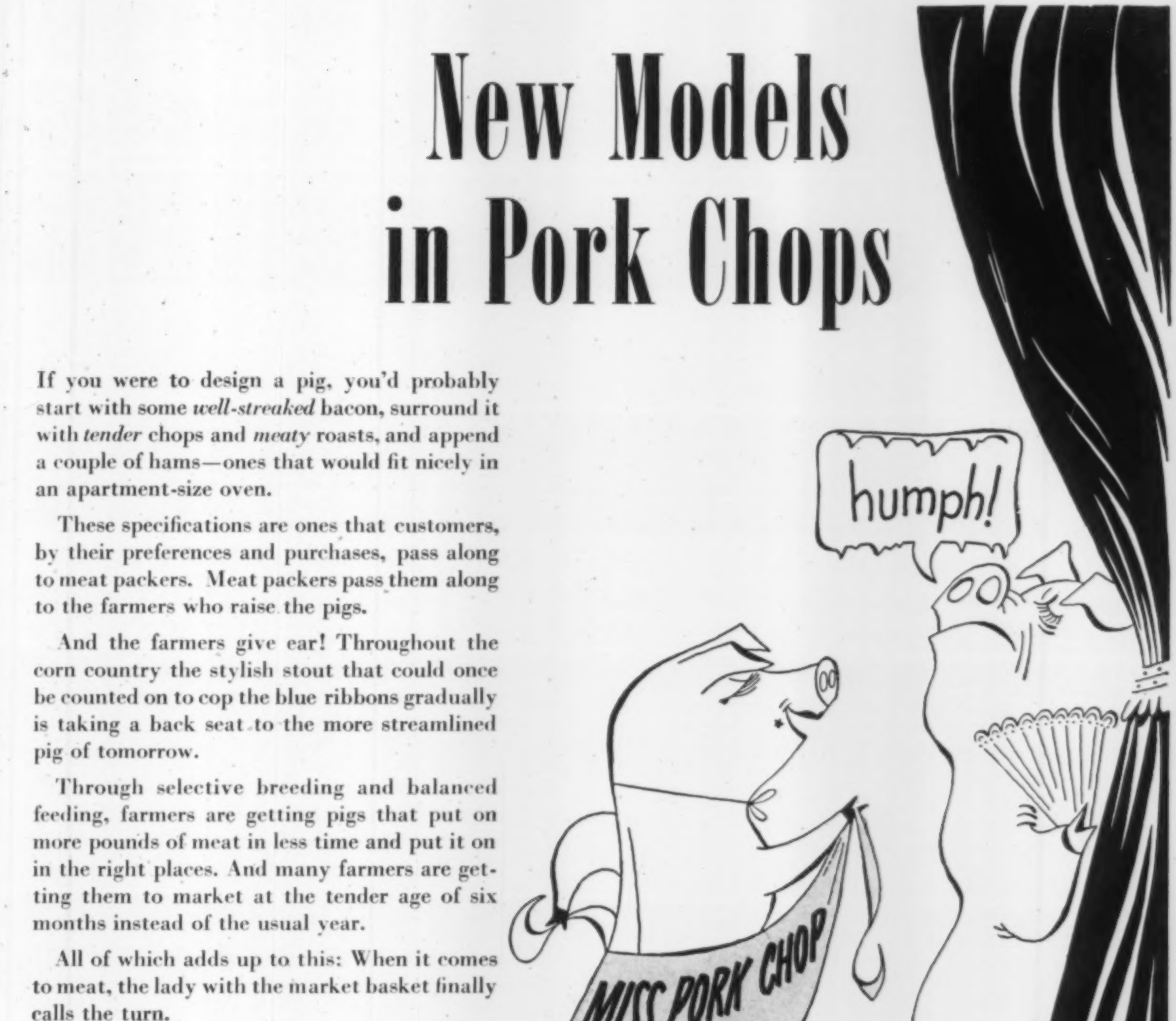
And the farmers give ear! Throughout the corn country the stylish stout that could once be counted on to cop the blue ribbons gradually is taking a back seat to the more streamlined pig of tomorrow.

Through selective breeding and balanced feeding, farmers are getting pigs that put on more pounds of meat in less time and put it on in the right places. And many farmers are getting them to market at the tender age of six months instead of the usual year.

All of which adds up to this: When it comes to meat, the lady with the market basket finally calls the turn.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



More people listen–
to CBS Radio than
This has been going on
January 1949. Today,
captures more than
of all network

and listen longer–

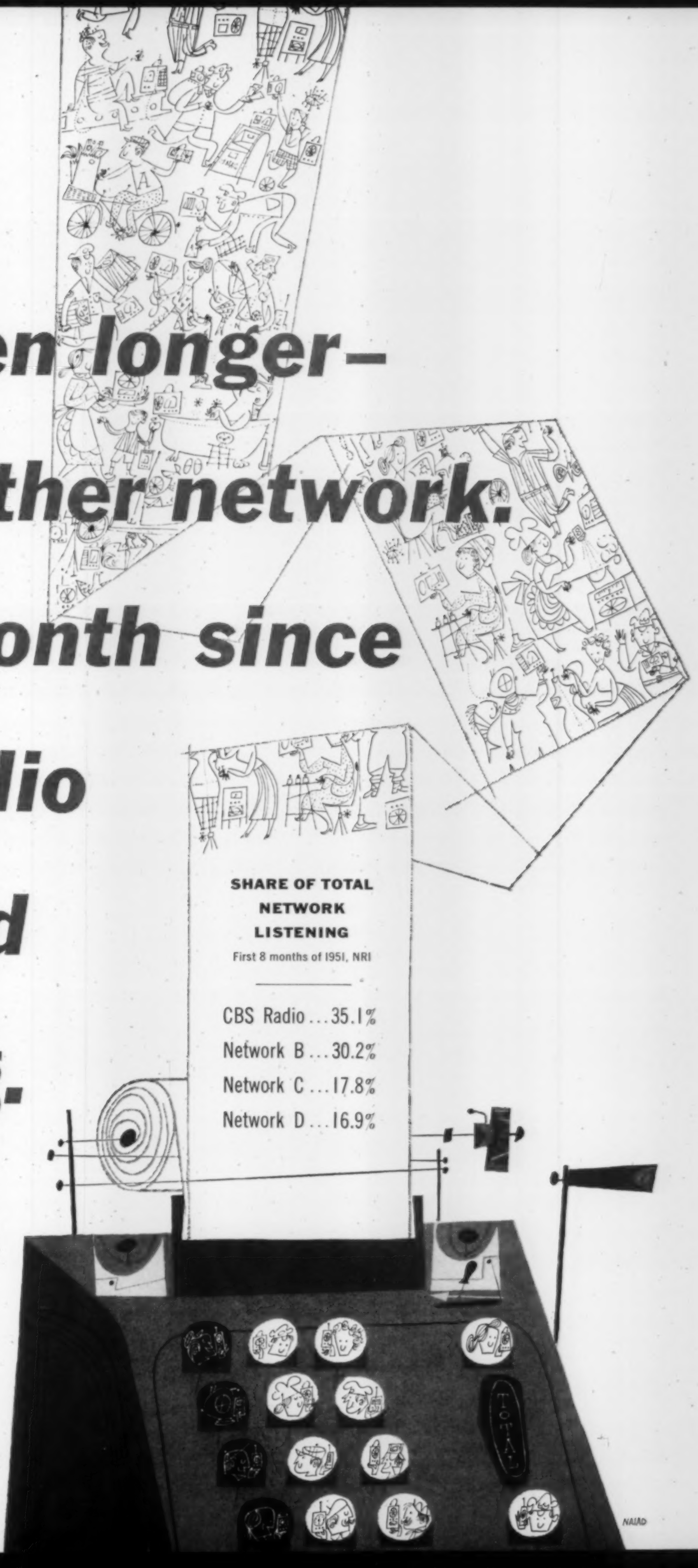
to any other network.

every month since

CBS Radio

one-third

listening.



SHARE OF TOTAL NETWORK LISTENING

First 8 months of 1951, NRI

CBS Radio	35.1%
Network B	30.2%
Network C	17.8%
Network D	16.9%

On All Accounts

(Continued from page 18)

sponsored by the company at one time.

As radio program and sales director, working with Central Division Vice President John H. Norton Jr., Mr. Smith's sales territory includes Chicago, Minneapolis, Kansas City, St. Louis, Milwaukee, Battle Creek, Memphis, and Dallas. His hope and ambition and not a small degree of faith, are that Chicago radio will "get back where it was when I left here." Chicago was a "ball of fire" when he worked at WGN in the heyday of daytime serials, he recalls.

From 1932 until 1937 at WGN he directed such famous daytime serials as *Bachelor's Children, Little Orphan Annie, Helen Trent* and *Just Plain Bill.* He was the first director for *Painted Dreams,* believed to be the first such serial ever aired.

He learned direction and announcing at WGHP Detroit (now WXYZ), which he joined in 1928. Mr. Smith had been working in a bank to earn enough for his final year at the U. of Michigan. A customer, WGHP's program director, asked him to be a parttime announcer. Parttime became fulltime abruptly after a bank official told him to take his choice between jobs. He later managed WOOD Grand Rapids until Chicago antennas beckoned him southward.

A native of Michigan, Mr. Smith married the former Juliet Grazier, whom he met at a summer resort. Their son Larry, 20, a sophomore at the U. of Minnesota, plans to work in public relations. Ronny, 18, is a senior at New Trier High School and an energetic basketball and football player. This season his father, with Don McNeill, ABC network AM-TV star, camped out Saturdays at the school stadium to see their sons' fancy footwork.

Resides in Glencoe

The Smith home is in North Shore suburban Glencoe, where Mr. Smith maintains a well-equipped machine shop in the basement. Horseshoe pitching is his favorite sport, and he's a consistent "ringer." Mr. Smith currently is looking for an indoor court and some respectable competition after discovering that golfers, predominant in the broadcast business, don't convert to horseshoes very well.

WHEN Traveling WAS *RISKY BUSINESS*

In the early days of life insurance, a policyholder had to have special permission—often pay an extra premium—to keep his life insurance in force while traveling in the country's less settled areas.

Here is an entry in Mutual Life's 1843 register: "Permission is given to the insured to visit New Orleans by the usual mail and inland routes." In those days some sections of the country were malaria-infested and others really "wild".

How times have changed! Various kinds of travel throughout the world is commonplace. And the precise information The Mutual Life has compiled over the years has made it possible for us to liberalize travel restrictions on life insurance more and more. As a current example, the fine safety record of non-combat military flying has enabled us to insure pilots and crews of even the swiftest jets while flying in most of the Western Hemisphere.

This is just one way we try to keep pace with the changing times and make life insurance protection available to more and more people.

WEATHER STAR ATOP OUR HOME OFFICE—FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET · NEW YORK 19, N. Y.

CAAB MEETING

Held at Columbus

FIRST of four Columbia Affiliates Advisory Board annual district meetings scheduled before mid-December was held last Wednesday at Columbus, Ohio, when CBS Radio executives conferred with CAAB members from Districts 3 and 6 on general business and industry questions.

Other meetings on the schedule: District 9, Hotel Utah, Salt Lake City, Nov. 14; Districts 4, 5 and 8, Hotel Roosevelt, New Orleans, Dec. 10; and District 7, Meuhlebach Hotel, Kansas City, Dec. 13.

Howard S. Meighan, president of CBS Radio, is to attend all meetings along with other top CBS Radio executives including Louis Hausman, administrative vice president; John J. Karol, vice president in charge of network sales; Lester Gottlieb, director of radio programs; and William A. Schudt Jr., national director of station relations for CBS Radio. William B. Lodge, vice president in charge of general engineering for CBS Radio and CBS Television, also participated in the Columbus meeting.

Closed Meeting

Though all the CAAB sessions are closed, they are expected to follow the general format of earlier meetings, with President Meighan reviewing the position and outlook of radio in general and CBS Radio in particular; Mr. Karol outlining general sales problems, new sales devices and sales prospects; Mr. Gottlieb discussing CBS Radio's program plans, attention to creative programming and the development of low-cost attractions; Mr. Hausman detailing the network's expanded promotion and exploitation program, and Mr. Schudt canvassing particular station-network relationship problems.

William Shaw, general manager of CBS owned KNX Los Angeles; Edwin Buckalew, assistant general manager of KNX, and Ole Morby, western division manager of station relations for CBS Radio, will join the group for the Salt Lake City sessions.

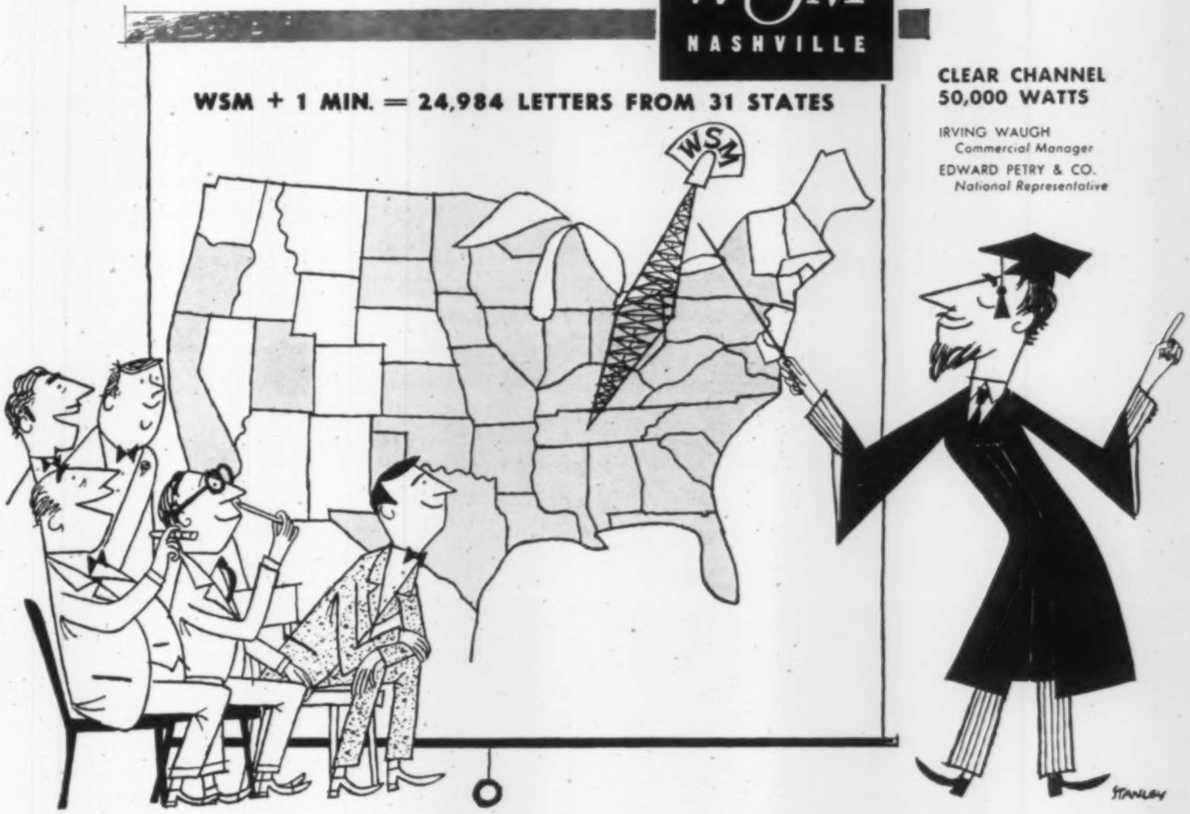
Philco on WRUL

PHILCO INTERNATIONAL Corp. is sponsoring new 26-week series titled *Philco Rendezvous* as latest addition to *Voice of Freedom* programs over WRUL Boston, shortwave station, Friday, 6:30 p.m. Series — starring Beth Holland, stage actress, assisted by Radio-TV announcer Bill Lazar—will feature U. S. theatre and fashion news plus interview with prominent American personality each week. Slated to begin last Friday, series claims State Dept. approval and will be shortwaved to Central and South America in 19 and 25-meter bands.

Salesmaker to ~~the Central South~~ 31 STATES

At 7:00 P.M. Saturday, September 29, Jefferson Island Salt made a one minute free picture offer. This one spot announcement drew the incredible total of 24,984 replies. The mail came from 31 states. This is, so far as we know, an all-time mail pull record for a single announcement — further proof of the pulling power of WSM advertising.

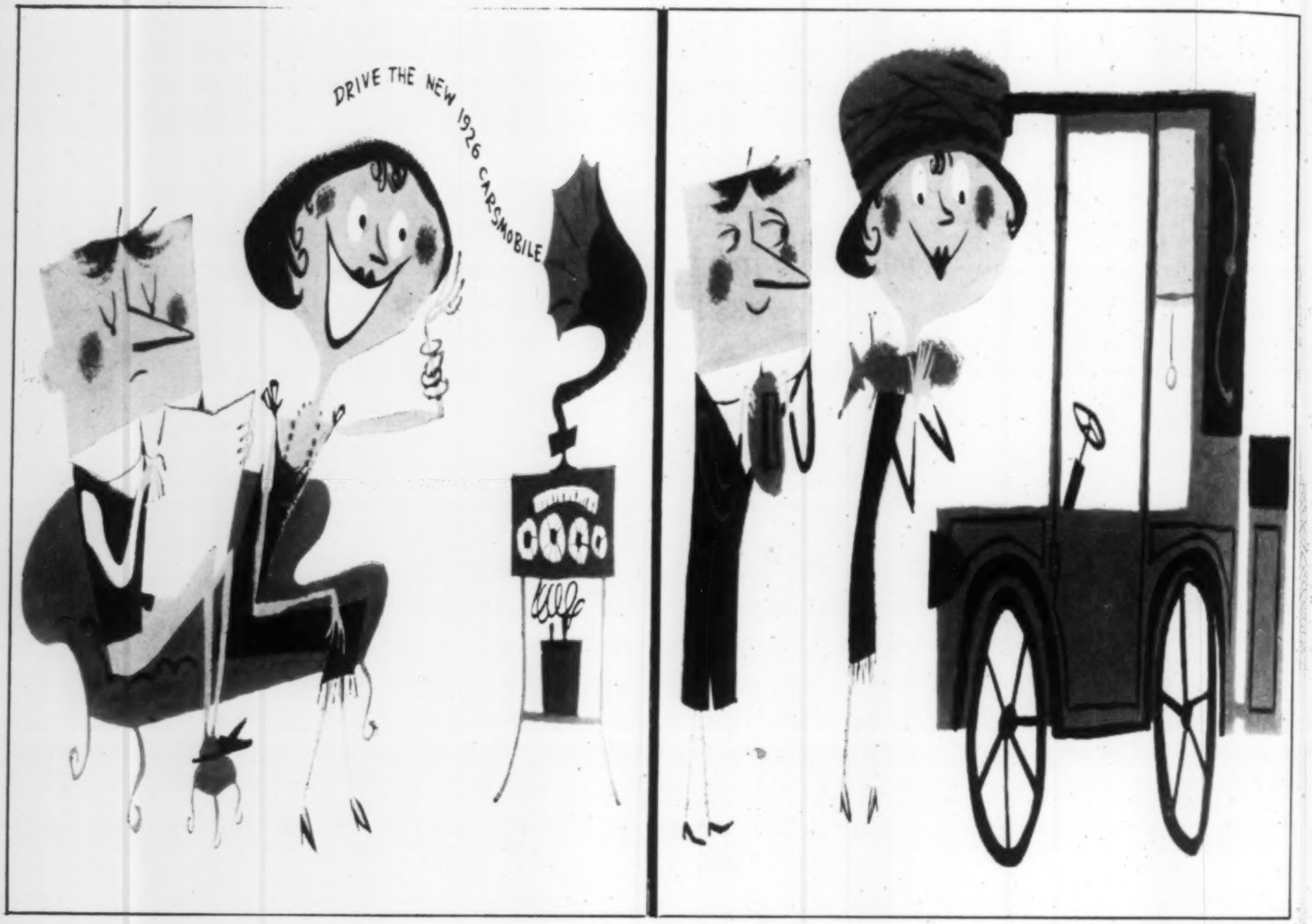
WSM
NASHVILLE


WSM + 1 MIN. = 24,984 LETTERS FROM 31 STATES
WSM
STANLEY

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

PEOPLE sell better



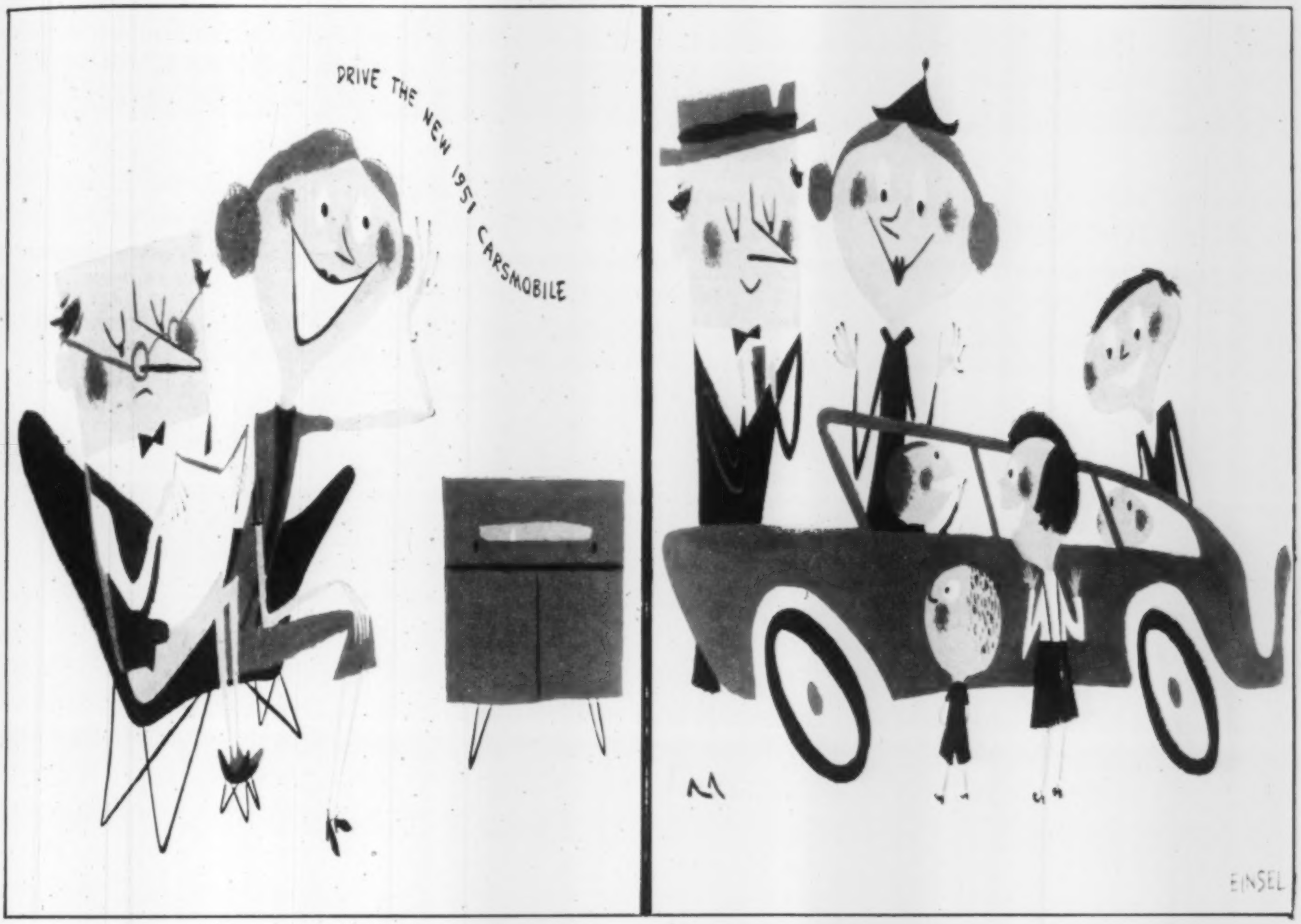
NBC RADIO, POWERFUL AT BIRTH...

Network radio began 25 years ago this month with the formation of the National Broadcasting Company. In its first years NBC attracted many advertisers because of the novelty and glamor of the new medium, but these advertisers stayed and increased their investment in NBC because they discovered our simple truism: *People* sell better than paper.

In the last 25 years NBC has become the voice of the greatest names of this industrial era. Names like Cities Service, a continuous advertiser for the full 25 years; General Foods and General Mills, NBC clients for 24 consecutive years; Firestone, beginning its 24th consecutive year this month.

We have no finer salestalk than this list of current NBC

r than paper



. . . IS NOW THE MOST-HEARD VOICE ON EARTH

advertisers, all of whom have used the network continuously for 10 years or more:

- American Tobacco Co.
- The Bell Telephone System
- Colgate-Palmolive-Peet Co.
- E. I. du Pont de Nemours and Co., Inc.
- Kraft Foods Co.
- Lever Brothers Co.
- Lewis-Howe Co.
- Liggett & Myers Tobacco Co., Inc.
- Miles Laboratories Inc.
- The Procter and Gamble Co.
- The Pure Oil Co.
- R. J. Reynolds Tobacco Co.
- Skelly Oil Co.
- Standard Oil of California
- Sterling Drug Inc.
- Sun Oil Co.
- Whitehall Pharmacal Co.

Yes, for 25 years *people* have been selling better than paper on NBC.

NBC Radio Network

a service of Radio Corporation of America

NBC
WSJS

Mount Airy
Reidsville
North Wilkesboro
WINSTON-SALEM
Greensboro
High Point
NORTH CAROLINA
Lexington
Salisbury
Asheboro

Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY

MARKET

With

1950 NET EFFECTIVE
BUYING INCOME
OF
$771,969,000*

*Sales Management, 1951
Survey of Buying Power

WSJS

The Journal-Sentinel Station

AM-FM
WINSTON-SALEM

NBC Affiliate

Represented by:
HEADLEY-REED CO.

AGENCY PROBLEMS Reviewed at AAAA Meet

MAKING a profit in television is still a "serious problem" for advertising agencies, according to Frederic R. Gamble, president of the American Assn. of Advertising Agencies, who reported on the industry generally at a meeting of the AAAA Central Council in Chicago Oct. 26 [B•T, Oct. 29].

Mr. Gamble's comment was in sharp contradiction to that of Ben Duffy, president of BBDO, New York, who said, "There's something wrong with an agency's system of operating if it can't make money in television, because the opportunity is there."

The AAAA president stated member agencies are "doing a somewhat better job of staying out of the red" on television than in previous years, due in large part, to increased client use of the medium.

Pointing out that the general condition of agencies continues to be sound despite new problems occasioned by the defense mobilization effort, Mr. Gamble sees a tight employment market and a higher volume of business per person in the agency. The number of agency personnel has climbed with advertising volume, "but somewhat more slowly," he said.

Price stabilization, "imposed on many, if not most, clients," offers a challenge to the agency to develop even more effective advertising, he asserted. "In the face of rising break-even points, it is more than ever necessary for the client to reduce costs and increase sales in order to make a profit."

Reporting on the economic health of AAAA member agencies, Mr. Gamble sees a "further gradual improvement." He said 57% of the 93% of the 255 member agencies submitting balance sheets showed an increase in their liquid capital ratios. Higher AAAA financial ratings were given to 64 members and lower to 38, with 99 showing no change. Two of every three, he reported, show an increase in 1950 volume compared with 1949.

An analysis of agency costs shows no "substantial" change, he said, pointing out that payroll costs continue to consume two-thirds of the agencies' average gross income, with one-fourth of the payroll for contact, plans and merchandising, and another one-fourth for copy and visualization.

Although agencies are spending more each year to advertise and promote themselves, the figure still amounts to only about 1% of gross income, Mr. Gamble said.

Lowe Runkle, president of the Oklahoma City advertising agency of the same name, discussed "What the Agency Specialist May Not Know About Agency Operation." Citing the "specialist" of the large agency and the versatile, all-around man of the smaller one, Mr. Runkle said the comparison is analogous to that of a famous college football squad to that of a smaller school. "The big difference is the number of people involved in the various operations," because basically both "squads" effect the same results and have the same purpose, he said.

Small Agencies' Assets

Convinced that "some of the best advertising brains" are in the smaller agencies, Mr. Runkle advised his audience "never to underestimate the small agency man's job just because he plays on a small team."

Advantages of working in a small agency, in his opinion, include "the closeness to the account, the fact that an account man doesn't have to relay to specialists the account problems and advertising objectives, most accounts are local or regional and the executive can sit on the 50-yard line for his campaigns, and the executive and the account enjoy a flexible position."

Major disadvantages are that a man cannot give all of his time and thought to one or a few accounts and he cannot have his problems solved by a specialist, Mr. Runkle said.

Mrs. Marjorie Child Husted, consultant in advertising and consumer relations, Minneapolis, and former head of the Home Service Dept. for General Mills, outlined to agency men "The Women in Your Lives." Suggesting that advertising executives should know women psychologically and sociologically, Mrs. Husted came to several conclusions about them: (1) Women are realists rather than theorists; (2) women's interests are personal rather than impersonal; (3) women are imaginative, not literal; (4) women are philosophers.

Stressing the concept of service advertising, she said most women who make homemaking a career seek "encouragement and appreciation from those they serve, appreciation and recognition of the work they do, and family appreciation and cooperation." Advertising campaigns directed toward women should be constructed with these in mind, she suggested.

Advertisements that pass this test "prove you advertising men know the women in your lives": (1) Would the ad appeal to more than one age level, several income levels and education levels so that it gets across to the majority of the 48 million women? (2) Does it touch several of the fundamental interests of homemakers? (3) Can women who hear or see the ad apply it to their own lives? (4) Does it offer them a saving of time or money? (5) Does it give them inspiration for homemaking, and thus contribute to better living and happier lives.

BREWERIES MERGE

Accounts to Continue

DIRECTORS of three brewing firms—Drewry's Ltd. U.S.A., South Bend, Ind., and Atlas Brewing Co. and Schoenhofen Edelweiss Co., both Chicago—approved a merger last week after previous passage of the proposal by stockholders.

Drewry's under provisions of the merger will issue one share of $50 par cumulative preferred stock for each five shares of Atlas common and one preferred share for each 15 of Schoenhofen Edelweiss. Annual capacity of the combined company is expected to be about two million barrels.

Agencies now handling each of the accounts are expected to continue with the same brands. MacFarland-Aveyard, Chicago, supervises Drewry's, while Olian Adv., same city, handles the other two.

THE RCA Tube Dept. disclosed the development of multi-purpose test equipment for designers and engineers experimenting with UHF home television receivers. The disclosure was made in technical paper describing the new test equipment, an RCA UHF sweep-marker generator, which was delivered by J. F. Sterner, RCA engineer at a session of the National Electronics Conference in Chicago.

WCKY
COVERS THE SOUTH
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER

WCKY
CINCINNATI

ROCHESTER, N. Y.
is not just a CITY:

It's a TRADING AREA
with 1,528,700 people...*

And **WHAM** is the
only station that covers it!

* Including almost 500,000 people in areas with poor fringe TV service or no TV service at all . . .

ASK YOUR NEAREST HOLLINGBERY man about WHAM's sales potential for your product.

NBC'S NEW RATE PATTERN FOR RADIO

[*For stories on this and other sections of the NBC Economic Report, see page 23*].

BY SPECIAL permission of NBC, Section 7 of the network's economic report is printed here in full. It's the complete outline of the philosophy and formula on which NBC intends to base its network rates. The network calls it a "realistic" means of eliminating inequities that now exist and putting ratemaking on an objective basis.

SECTION 7: THE NETWORK RATE STRUCTURE

This section presents a formula for reorganizing the NBC radio rate structure on a realistic basis in order to eliminate inequities as among stations and establish a foundation for network rate-making in terms of objective, measureable factors which will give stability and direction to network rates. As stated in the Foreword, the material which follows deals with basic rate-making principles; the results of the rate plan on individual stations are not dealt with in this summary, and have not been disclosed to the affiliate members of the Economic Study Committee or to SPAC.

With regard to evening rates, the analysis proceeded in two steps: First, "reconstructed" network rates were established which made a clean start in pricing each station at proper levels, before taking into account the effects of television; this first step produced a total network rate substantially higher than the present network rate or the network rate before the 10% reduction. Second, these reconstructed rates were adjusted selectively to reflect television where it is a factor in a station's particular market.

A parallel approach was used for developing a daytime rate structure which can stand on its own basis, instead of being derived as a percentage of nighttime rates. The daytime base rates require no adjustment for television in the morning, because television does not significantly affect morning radio listening. In the afternoon, they are subject to a television adjustment factor which, however, is different from the factor used in the evening, because television's effect on listening in the afternoon is less substantial than in the evening.

There follows a step-by-step explanation of how the rate formula was developed.

a. Radio Homes as the Rate-Making Factor

The first question for determination was the standard to be used in establishing stations' network rates at proper levels, before considering any adjustment for television. Among the possibilities presented were (1) station audience, as measured by BMB once-a-week listening, or 3-4 times a week listening, or 6-7 times a week listening; (2) the station's net unduplicated contribution to the total network audience; and (3) total radio homes.

If total radio homes were to be used as the standard for establishing the base rates, the next question was determination of the area in which all radio homes should be counted and credited to the station for rate-making purposes.

A third question was whether or not the quantitative standard selected should be adjusted to reflect differences in the economic value of the circulation provided by different stations.

After analyzing each of the standards outlined above, it was decided that the most equitable and practical approach would be to base the reconstructed evening rates on *total radio homes* within each station's nighttime 50% BMB area, and to weigh these radio home figures by a retail sales index.

The radio homes base was selected because:

(1) It takes into account the increase in radio circulation over the past years, and will give full credit for future growth in radio homes.

(2) It reflects potential circulation and provides a measurement of the opportunity available to the advertiser to deliver his message. On this basis, it is a fair standard to use for rate-making and has broader values than a standard based on a measurement of listening.

(3) It can be brought readily up to date whenever new county radio homes figures are released. On the other hand, the use of BMB listening percentages would grow more obsolete each year and would require projections of figures developed in 1949.

(4) It provides data directly comparable with the only available figures for television, which are on a television homes basis.

Having established radio homes as the basic element for network ratemaking, it was necessary to fix a consistent and uniform standard for defining the *area* within which all radio homes would be counted. It was decided that the best uniform standard for this purpose was the station's nighttime 50% BMB area, with appropriate adjustments to reflect facilities improvements since 1949 which were not taken into account in BMB Study No. 2. The 50% BMB area was selected because:

(1) It is a standard for determining a principal service area which is more generally accepted by stations, advertisers and agencies than any other single standard.

(2) It permits completely consistent treatment of all stations.

(3) It provides a solid primary area in which duplication with other NBC affiliates is held to a minimum.

It should be emphasized that the use of this standard does not imply that a station's service area is limited to its 50% BMB area or that the station has no audience beyond that area. The 50% BMB area was used because it is a convenient and generally accepted standard which can be applied with uniformity to all stations. Although this standard eliminates from the rate base a station's audience in counties with less than 50% BMB coverage, that consideration is offset by the fact that *all* radio homes in the area are taken into account, rather than the station's BMB percentage of those homes.

With these areas fixed for each station, radio family figures for each station's area, as of January 1, 1951, were developed.

b. Retail Sales Weighting Factor

The figures thus obtained made no distinction among radio families to reflect differences in their value to the advertiser as potential customers. These differences are substantial and they are important to network clients. Various types of indices were examined for reflecting the economic value of markets, including total income, food sales, department store sales, bank clearances, total retail sales, and similar factors. Total retail sales was selected as the factor which ties in best with the movement of the bulk of radio advertised products, and is most significant to the average network advertiser. Another reason for selecting this standard is the availability, from a recognized and authoritative source, *Sales Management*, of annual estimates of retail sales, county by county.

The method for applying the retail sales index can best be illustrated by the use of the following hypothetical figures. First a per capita retail sales figure for each station was developed by dividing total 1950 retail sales by total population in the counties included in the station's 50% BMB area, as follows:

$774,900,000 retail sales÷820,000 population=$945 per capita retail retail sales for Station X.

This figure was next divided by $921.20, which represents the national average per capita retail sales, in order to obtain the station's retail sales index, as follows:

$945.00 ÷ $921.20 = 103% retail sales index for Station X.

The retail sales index for each station was then applied to the total radio homes in its 50% BMB area to obtain the weighted radio homes figures which were used as a base for establishing the station's reconstructed rate:

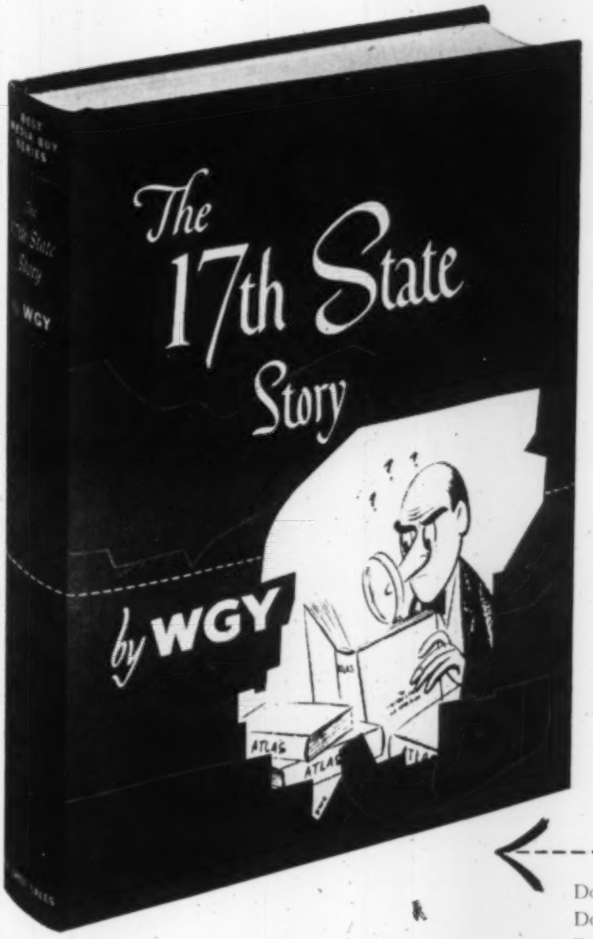
750,000 radio homes x 103% = 772,500 weighted radio homes.

c. Rate Curve for Evening Base Rates

With radio homes figures,

(Continued on page 56)

THE THIRD MAN (in this case Hugh B. Terry, vice president-general manager of KLZ Denver) accepts a signed contract for the new Orson Welles' series, *The Lives of Harry Lime*, from officials of Garrett-Bromfield, Denver financial institution. Seated (l to r) are Van Holt Garrett, firm vice president, and Donald Bromfield, company president; standing (l to r) are Holden Bowler, account executive, Harold Walter Clark Agency, Denver, and Mr. Terry.



what every buyer of radio should know

Don't let ignorance blight your advertising career.
Don't let old-fashioned ideas rob you of effective, blissful buying.
Find new strength and happiness from this clear, bold story!

The Facts of Life!

Only radio—no other medium—covers the 54 counties of eastern New York and western New England in the Schenectady-Albany-Troy area, a substantial market in size and buying power – call it the "17th State" – where more people live than in 32 other states, where more goods are purchased than in 34 other states.

Choosing Your One and Only!

Only one radio station – WGY – delivers this entire market. With the only regular listening audience in the area's 22 cities, WGY's daily audience is three times that of the next station, is over $1/3$ greater than the combined audience of the area's next ten top-rated stations.

Building Personality!

Good, solid programming, power (50,000 watts at 810 kc), and prestige (since 1922, General Electric) have built WGY's tremendous audience. The only NBC station in the area (other network audiences are shared by 4 to 7 stations each), WGY builds almost all NBC programs to a higher rating than the national average.

Dominance Breeds Economy!

One schedule on WGY using exclusive network adjacencies and productive local programming assures you economic dominance of the "17th State," saves you money to bolster other markets where such one-station saturation coverage isn't available.

Use Your Full Strength!

Gain all the advantages of spot radio — complete control of penetration, impressions, impact . . . complete flexibility . . . unwasted circulation — on all seven major market stations represented by NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account and the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets . . .

via Radio, America's No. 1 mass medium

Authors of the NBC SPOT SALES
Best Media Buy Series

WNBC	New York	KOA	Denver
WMAQ	Chicago	KNBC	San Francisco
WTAM	Cleveland	WGY	Schenectady-Albany-Troy
WRC	Washington		

Represented by

NBC SPOT SALES

New York Chicago Cleveland San Francisco Hollywood

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
THAN
ALL STATIONS
COMBINED*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

NBC's Rate Pattern

(Continued from page 54)

weighted for retail sales, available for each station, the next step was to build a proper rate curve to which these figures could be applied. The following principles were taken into account in constructing the rate curve used:

(1) The curve should produce a total network rate, before taking into account the effects of television, which would be higher than the total network rate of $27,905 before the recent 10% cut. In other words, assuming that television did not exist, there would have been a justification for an increase in the total network rate above the 1950 level, to reflect the continued increase in potential radio circulation. Establishing base rates to reflect this fact avoids the error of using rates which would be improperly low as a starting point in making an adjustment for television.

(2) The curve should produce a systematic reduction in cost-per-thousand as the circulation scale on the curve increases. This is a principle which is fundamental in advertising rates for the printed media, for radio and for television.

(3) However, the curve should also be designed to narrow the present excessive spread in stations' costs-per-thousand radio homes which, on the basis of present network rates, range from 20¢ to $3.24, or in the ratio of 1-16. A spread in costs-per-thousand ranging from 1-5 to 1-10 is more normal in the media field.

Upon the basis of these specifications, a curve was developed which produced a total gross hour evening network rate of $31,030, *before* taking television into effect This rate is about 11% higher than the network rate of $27,905 before the 10% reduction, and about 23% higher than the present network rate of $25,137. Accordingly, adjustments for television would be made starting from a higher total base than the network rate in effect prior to July 1951.

The curve objectively distributed this total network rate of $31,030 among the stations, in accordance with their radio homes circulation, weighted for retail sales. It produced a progressive reduction in costs-per-thousand, in even descending steps, as the circulation scale increased.

With evening base rates re-established on this basis, the next step was to consider what adjustment should be made to reflect television.

d. Television Adjustment Formula for Evening Rates

The evening rates developed under the foregoing approach require no adjustment for television where there is no television penetration in the station's 50% BMB area. Certain of these stations in non-television areas would have rate increases, while others would have rate reductions. These rate changes would reflect their relative circulation values as measured by weighted radio homes; they would correct present overpricings and underpricings, and have no relation to television.

The base rates were adjusted for television only in those cases where television has penetrated the station's 50% BMB area. After considering a number of alternative methods of adjusting rates for television, it was decided to adopt an approach whereby the percentage of television saturation in the 50% BMB area would be used to determine the percentage reduction of the reconstructed rate, on a sliding scale.

To carry out this method of adjustment for television, the following steps were taken:

(1) The counties in each station's 50% BMB area which receive television service, either from a television station within that area or from one outside the area, were determined.

(2) The number of television homes in these "television counties" was established on the basis of NBC's forecast of television circulation as of January 1, 1952.

(3) The resulting television homes figures were weighted for retail sales so that they could be compared to the radio homes figures which had been so weighted. In this case, however, the per capita retail sales figure was obtained by using retail sales and population within the "television counties" of the station's 50% BMB area.

(4) Based on these comparable television and radio homes figures within the same area, the rate adjustment for television was accomplished by use of a special television adjustment curve.

The use of this curve results in a sliding scale of adjustments, whereby as television saturation increases, the percentage reduction in the reconstructed rate also increases, but to a lesser extent, and levels off at a point beyond which no further reduction in the base rate is made.

This method of adjusting for television reflects two related principles: (1) that there is a significant amount of evening radio listening in television homes, so that even under circumstances of 100% television saturation of an area, a radio station can continue to deliver important evening circulation and substantial advertising values, which should be reflected by a proper rate; and (2) that definite levels must be set below which stations' network rates cannot go, regardless of the extent of television circulation in the area, if we are to maintain an economic base within which radio stations and networks may continue to operate.

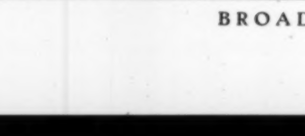
In giving recognition to these principles, which are important to advertisers as well as broadcasters, the Economic Study Committee rejected the approach used by the

(Continued on page 105)

responsive listeners make
responsive
buyers!

WJR
the
GREAT VOICE
of the
GREAT LAKES

Four
WJR
response tests
averaged
543
answers
per single
announcement!



Remember . . . first they
listen . . . then they buy!

FREE
SPEECH
MIKE

Represented
nationally by Edward
Petry & Company

WJR—now celebrating its 25th
year of service to home and nation

Adv.

NEWS and VIEWS ON AUTOMOBILES

WHY IS A NEW CAR DEALER?

Washington, D. C. -- "If the new car dealer did not exist, it would be necessary to invent him", said one of our leading economists recently. Why did he say that? Well, for one thing, the experiment of selling automobiles without dealers has been tried -- and found wanting. The selling merely starts a chain of events that in itself answers the question, "Why is a new car dealer?"

How About Maintenance? More than half of the automobiles now on our roads (51.4%, to be exact) average ten years of age. A new car does not stay in like-new condition without care. It needs maintenance. New car dealers use factory-trained mechanics to make sure the cars they service stay in the best of condition, kept so by men who know their makes of cars best.

Who Does the Repair Work? Most car-owning American families prefer to take their automobiles back to "their new car dealers" when they need repairs (not exactly the same thing as maintenance, you know), because they feel that dealer service men know those cars best. A recent national survey revealed that.

If You Have an "Old" Car, is it Safe to Drive? Yes, if it is kept in safe operating condition by service men familiar with it. That's obviously important when you realize that six million children travel over four million miles every day by automotive power, just going back and forth to school. Most important is the new car dealer's service department -- keeping family cars safe to drive -- watching for trouble in advance and correcting it.

How About Trades? Did you know that the new car dealer invented and developed the business of trading old cars, and the business of selling used cars? He had to, because you demanded it -- needing a way of disposing of your used car. Your new car dealer considers used car trading and selling one of his most important functions -- important to our economy, too.

Sell it Yourself? Any car-owner, ready to buy a new car, could dispose of his old car himself -- with a good deal of trouble and detail work. But if everybody did that, the supply of clean, safe-operating used cars would soon vanish from the market. It's rehabilitation that counts -- and keeps the used car supply up to the demands of the people who want and must have such used cars.

Why is a New Car Dealer? He's the essential link between the production line and you, the owner of a car that represents a major investment. That investment that must be protected by know-how care. The automobile dealer is a neighbor who fills a need you'd be keenly aware of, if he did not exist.

one of a series from the National Automobile Dealers Association—
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for further information or research material on New Car Dealers write or phone

Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D.C. Republic 6946

WCKY COVERS THE SOUTH

LARGEST AUDIENCE

The BMB Map on the opposite page shows Southern counties in which WCKY has 10% or more Families listening 3 to 7 times weekly at night.

CONSISTENT LISTENING

WCKY has the largest consistent listening (3 to 7 times weekly) audience at night of any station covering the South (and larger than some networks) 737,030 Families listening 3 to 7 times weekly.

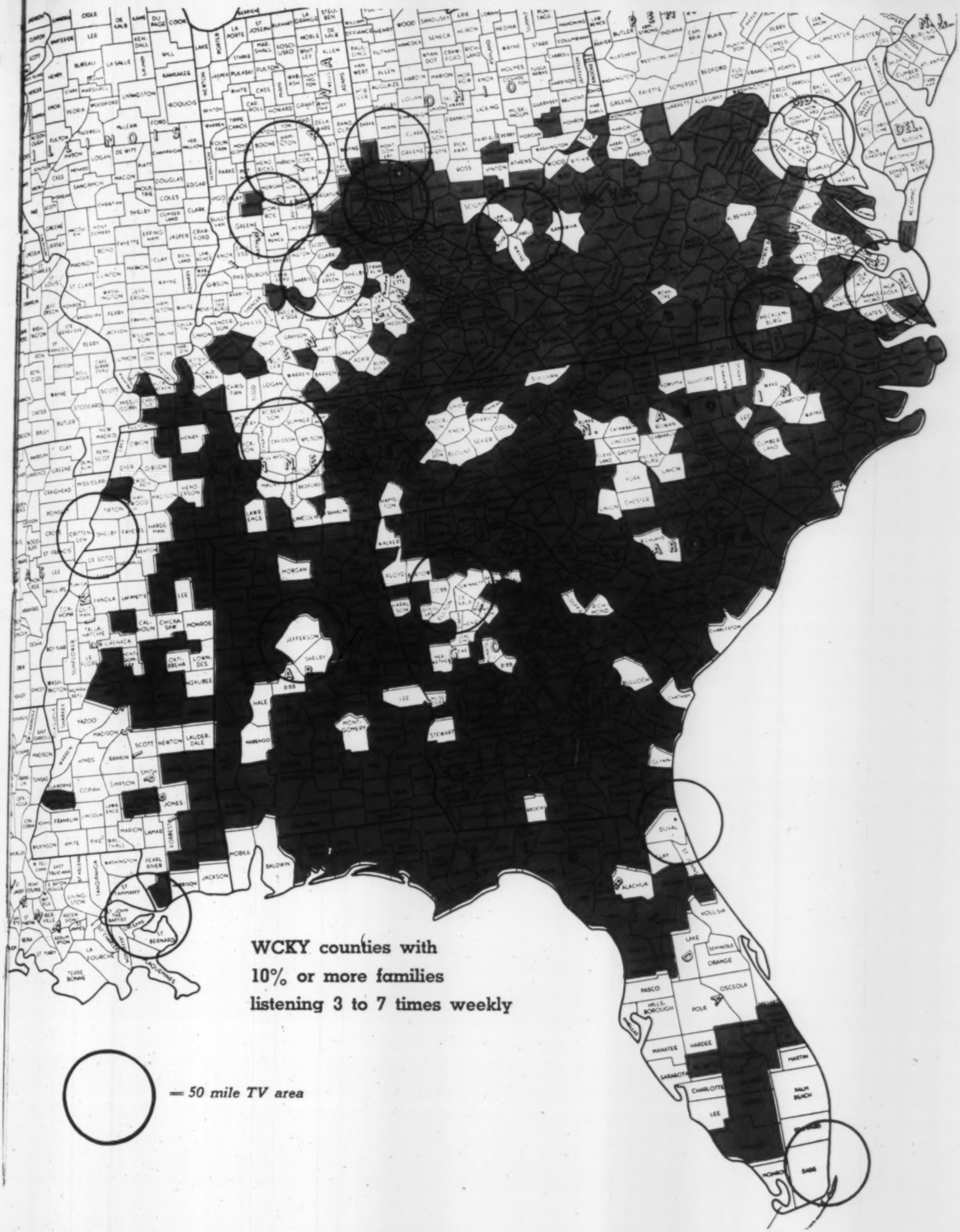
LOWEST COST

WCKY gives you the lowest cost per thousand BMB Nighttime Families of any station, combination of stations, or networks covering the South. 28c per thousand, compared to $1.92 for one network and an average of 50.4c for the top six 50 kws stations in the South.

BEYOND TV

76% of WCKY's Families live beyond the influence of TV.

WCKY SELLS THE SOUTH



WCKY counties with 10% or more families listening 3 to 7 times weekly

○ *= 50 mile TV area*

editorial

His Day in Court

IT MAY HAVE taken the U. S. Court of Appeals a couple of years to decide the case which forever more should keep "preachers of hate" from operating stations. But the result appears to be worth it.

In a little-noticed ruling Oct. 25, a three-judge panel of the District of Columbia court which hears appeals from FCC decisions, upheld that agency's decision of August 1949 denying a license to Fundamentalist Preacher J. Harold Smith and his wife of WIBK Knoxville (the station has been on the air since July 1947 under program test authority). The original application had been granted *without a hearing* in 1946, but the FCC afterward found that Rev. Smith had misrepresented the facts. It was found that he had invested about $100,000 in a Mexican border station, and that he had been in cahoots with Gerald L. K. Smith and Gerald Winrod and other rabble-rousers.

Said the court in sustaining the FCC:

> **The evidence left no doubt as to misrepresentation and concealment of pertinent factual information. It contained information showing not only that Smith had been intemperate in his writings, sermons and broadcasts but that he was an expert in vituperation and vilification.**

The FCC was guilty of unbridled bungling when it granted the Smith application *without a hearing* in the first instance. It did try to correct its error and has been sustained.

Rev. Smith kept good on his promise to appeal, first to the lower court and then to the Supreme Court, if necessary.

It's now necessary, though apparently futile, in view of the sweeping decision of the lower court. We hope he does appeal. The highest tribunal then would have a opportunity to read some of Preacher Smith's rantings. On one occasion he referred to a broadcaster (and its associated newspaper) who refused to accept his commercial religion as "gutter rats from the sewers of Hell."

Burning Bridges

WE ARE fascinated by a sentence in a statement made to the FCC in favor of reservation of educational TV channels by Ronald Bridges, executive director of the Broadcasting and Film Commission of the National Council of the Churches of Christ.

"Television," said Mr. Bridges, "must be saved from the tragic fate of commercially-dominated AM radio."

This sentence stood alone in Mr. Bridges' brief. Nowhere else in his statement did he attempt to describe the nature of the "tragic fate" of radio that television must be spared. The implication was, of course, that the "tragic fate" of radio is a fact that is unarguable or even worthy of discussion.

As we say, we are fascinated by this sentence because it represents exactly the kind of technique which we feel sure Mr. Bridges would describe, if used against him by another, as a smear.

The formula calls for making a flat accusation that is so positively stated it implies that anyone who seeks to contradict it is either a liar or an enemy of the people.

At the risk of being called an enemy of the people or of Mr. Bridges, we would like to take issue with him. It's time perspective was injected into a question which has been thoroughly confused by the smears of Mr. Bridges and other sanctimonious intellectuals—the strange assembly of educators and reformed advertising tycoons collected by Sen. William Benton to put the pressure behind his campaign to reorganize broadcasting.

Radio is available to practically everybody in the country and is therefore a mass medium. As such, it cannot concern itself very much with that fraction of the population that happens to want to hear Bach fugues and nothing else. Radio can play Bach fugues occasionally, but if it played them too often, most people would turn the damn thing off. It is a fact, however, that public interest in good music has been increased enormously by radio.

Radio presents a great deal of drama. Not all of it was written by Chekhov, Shakespeare or Goethe, so admirers of those writers or other greats cannot count on hearing a presentation of their favorites every time they turn on their sets. They can hear them occasionally, however, and meanwhile if they don't like soap operas, they are free to do something else; read a book, for instance.

Here we come to our point. Radio was never intended to replace books or other basic sources of culture. The educated, cultured man should not expect to be able to satisfy his interests entirely by radio or by any other mass medium. But the fact that he cannot be satisfied entirely by a medium does not entitle him to indict it for appealing to others than himself. The thoughtful man does not sue the whole cravat industry because he couldn't wear Aunt Minnie's Christmas tie.

Radio cannot direct its attention exclusively to the sophisticates in our society. It must keep in mind that the majority of the people like "popular" programs. After all, as the Bentons and the Bridges' frequently point out, the airways belong to the people, and if this is so it would be contrary to democratic principles to ignore the wishes of the majority.

We are getting pretty tired of people like Sen. Benton, Raymond Rubicam and Mr. Bridges sounding off about how horrible radio is. If they chose their radio programs as carefully as they compose their indictments of the medium, we daresay they would find some that even they might like. As for the rest of the material on the air, they can skip it and find their spiritual and intellectual pleasures in books, concerts, art galleries and the other cultural institutions which radio cannot and should not try to replace.

Ira E. Robinson

WHEN JUDGE Ira E. Robinson, at 82, died in his native Philippi, W. Va., on Oct. 28, the news didn't make many newcasts or hit the front pages. Two decades ago he was the nation's Number 1 figure in radio, as chairman of the Federal Radio Commission.

Actually, he was the first FRC chairman. His immediate predecessor, Admiral W. H. G. Bullard, was appointed in March 1927, and died in November of that year. Judge Robinson took over in March 1928 and served during four turbulent years, presiding over the radio reallocation of 1928 which set the pattern for broadcast service today. He retired in 1932 to return to his native West Virginia.

Radio jurisprudence was a virgin when Judge Robinson picked up the regulatory gavel. He was responsible for the moulding of a considerable amount of the fundamental law that now governs radio. He was usually a militant one-man minority.

In our government of checks and balances, Judge Robinson gave distinguished service during those formative years. His was not a particularly happy life. But even his political enemies in those fire and brimstone days admired him as a courageous public servant and a great lawyer.

our respects to:

NORMAN COLEMAN KAL

THE WORD "pioneer" sticks to Norman Coleman Kal, broadcaster and advertising executive, as closely as a glove to the hand. His success in these fields wears as well.

To say that Mr. Kal got his start in the advertising agency business would be amiss. Rather, the agency business got its start in Washington, D. C., with Mr. Kal.

He founded the agency, Kal, Ehrlich & Merrick, in 1922. He also set up within the agency, Washington's first radio department. Today, the agency is a leader in the area for radio-TV billings.

As he did in agency work, Mr. Kal blazed a path in television. He helped establish WAAM (TV) Baltimore, which celebrated its third anniversary last Thursday. Mr. Kal was the station's first general manager and now is executive vice president.

Mr. Kal has another side, one which further points up his leadership qualities. As a man who enjoys to organize, he has carried the ability as a leader into community life. This has showed up in a deluge of community activity and in organizing help for the federal government.

This bundle of energy was born July 12, 1900 in the nation's capital. Mr. Kal didn't wait long to select the basket in which he would put all his eggs.

While still a student in Washington's old Business High School in 1914, he decided on advertising for his career. After graduation, he moved to Baltimore for night study at Johns Hopkins U. and day work in the advertising department of the Hecht Co., a Baltimore department store.

When World War I broke, Norman Kal left his studies and his advertising endeavor to join the Navy where he served with distinction. The Armistice led him back to the Hecht Co.

Mr. Kal's next associations were in the newspaper advertising field. He was advertising chief for *The Washington Post*, which was followed by a stint with the *Washington Evening Star*. In this period came his community labor, which later was to become a habit, when he handled the first six years of promotion and publicity for the Washington Community Chest.

In his agency work, Mr. Kal's influence has been felt far and wide in the advertising world. He served five terms as president of the Advertising Club of Washington and has also been a member of the board of directors of the Advertising Federation of America.

A member of the Radio Pioneers Club, Mr.

(Continued on page 64)

Top Programing means Top Listening on

WOV

These Loyal Audience Shows Reach All Types of Listeners At An Amazing Low Cost Per Thousand

(6:30 to 9 a.m.)

WAKE UP NEW YORK — with genial, sunny Max Cole, who literally wakes up thousands upon thousands of listeners in a soothing, pleasant, musical way — a program with long years of success.

(10 to 12 p.m.)

PRAIRIE STARS — featuring America's unchallenged queen of American Folk, Western and Mountain Music. Elected No. 1 feminine disc jockey in 1950... Rosalie Allen.

(7:30 to 9 p.m.)

1280 CLUB with Phil Gordon has been the spear head of WOV's nighttime programing with a loyal "buying" audience for over 12 years.

(12 to 3 a.m.)

THE RALPH COOPER SHOW — studded with guest stars and popular music. Loved and listened to by the insomniacs and the late working shifts.

(9 to 10 p.m.)

YOUR BEST GIRL — with Cecelia, clever, scintillating mistress of ceremonies — the male audience loves her — the women are intrigued.

ENGLISH **WOV** ITALIAN
Originators of *Audited Audiences*
NEW YORK
5000 WATTS

National Representative: John E. Pearson Co.

ROME STUDIOS: VIA di PORTA PINCIANA 4 • 730 FIFTH AVE., NEW YORK 19

again...and again...and again

Frank Silvernail, BBD&O

day in...day out...the

Frank Coulter, Young and Rubicam

Broadcasting Yearbook

is used by the

Stanley Pulver, Lever Brothers

buyers who place

George Kern, Benton & Bowles

time on your station

Charles Wilds, N. W. Ayer

LEARN A NEW WORD

WHHMerchandising

★ HELPS YOU GET DISTRIBUTION

★ HELPS MERCHANDISE MOVE

★ HELPS STRENGTHEN MARKET POSITION

WHHM

is proud to be the first in the WHHMarket to Provide A True Merchandising Service to its Advertisers

OF COURSE—

letters to the trade, personal calls and surveys are included in WHHMerchandising

ALL THIS PLUS—

the Station That Gives You More Listeners Per Dollar in Memphis, Tennessee

WHHM

FORJOE & COMPANY, Nat'l Rep.
CECIL BEAVER, Vice-Pres. & Gen. Manager

Welcome
SPACE BUYERS
WRVA
Special
FLIGHT
Capital
IES

RECEPTION party from WRVA Richmond, Va., was on hand to welcome 18 timebuyers from Chicago advertising agencies as weekend guests. Disembarking from plane are Holly Shively, Ruthrauff & Ryan, and Jack Matthews, Price, Robertson & Frank. Looking on are (l to r) James Clark, WRVA sales manager; Barron Howard, station's business manager, and Gordon Hayes, CBS Radio Spot Sales. Timebuyers inspected facilities and market of CBS 50 kw outlet and visited colonial Williamsburg in Virginia.

KEYSTONE JUNKET

Diehm, Magee Are Hosts

SOME 25 New York agency timebuyers were guests of WAZL Hazleton, WHLM Bloomsburg and WHOL Allentown, Pa., and of Victor C. Diehm and Harry Magee on a visit to the Magee properties near Bloomsburg Oct. 23-24.

The group was flown from New York to Williamsport, Pa., Tuesday afternoon, and then taken by bus to Mr. Magee's private museum at Bloomsburg for cocktails and a steak dinner with Black Angus steaks from Mr. Magee's ranch, followed by motion pictures and dancing. After breakfast at the Hotel Magee in Bloomsburg Wednesday morning, they were flown to Allentown for lunch at the Lehigh Valley Club before enplaning for the return to New York. Allentown Mayor D. V. Hock spoke at the luncheon.

Mr. Diehm is president and general manager of WAZL and consultant to WHLM and WHOL. Mr. Magee owns WHLM and also the Magee Carpet Co. and other properties.

Among those from New York in the party:

Vera Brennan, Scheideler, Beck & Werner; Bob Carpenter, MBS; Clyde Clem, NBC; Ben Conway, Robert Meeker Assoc.; Ken Cowan, BROADCASTING • TELECASTING; MacDonald Dunbar, Ted Bates; Frank Daniel, Lennen & Mitchell; Ed Filion, Robert Meeker Assoc.; Dick Jackson, "Sponsor"; George Keet, Ketchum, MacLeod & Grove; John Kirkpatrick, Chevrolet; John Marsich, Kudner; Thomas McDermott, N. W. Ayer; Mary McDonnell, "Radio Daily"; Lou Moore, Robert Meeker Assoc.; Al Petcavage, BBD&O; Lillian Selb, Foote, Cone & Belding; Kay Shanahan, Morey, Humm & Johnstone; Fred Stoutland, BBD&O; Helen Thomas, Street & Finney, and DeWees Yeager, J. Walter Thompson.

Respects

(Continued from page 60)

Kal has been radio-active throughout the passing years. He is an enthusiastic supporter of radio as a selling, informational and educational medium.

Mr. Kal is uniquely placed in both the selling and buying phases of the broadcast business. "TV will not put radio out of business," he says. "Advertising placement of radio has not fallen off. Only place where radio has been hurt is in the networks, which unfortunately have been neglecting radio. Radio is being kept on top by aggressive local independents and by AM network stations who are selling the medium."

As television strengthened in the U. S., Mr. Kal with his Baltimore associates, Ben and Herman Cohen, blueprinted the arrival of WAAM, a TV-only operation.

His work in the television field really got under way when as its general manager he laid the foundation for the station's successful operation. As executive vice president, Mr. Kal still keeps a guiding hand on the future of the station.

Mr. Kal feels that a highpoint in his TV career was WAAM's sharing a Peabody citation with DuMont and Johns Hopkins for the origination of DuMont network's *The Johns Hopkins Science Review.* WAAM thus stakes claim as the first Maryland station honored by Peabody and the first local TV outlet to receive the citation.

For the future, Mr. Kal has a smile and a quick verbal review of WAAM's past and its present operation. The answer, to wit: There'll be no slackening in interest and initiative.

His public record runs like deep water. During World War II, Mr. Kal was director of the public relations office of the Dept. of Civil Defense, for which, he says, he never did get that "dollar." He also headed the Third District's WAC enlistment campaign, spurred National Guard recruiting before Pearl Harbor and organized the auxiliary police force in the capital city for the emergency.

In community interests, Mr. Kal is an elected chairman of the Washington Better Business Bureau's board of trustees, a member of the Commissioners Traffic Advisory Board, a member of the executive board of directors of Emergency Hospital and Central Dispensary. He is a former vice president of B'nai B'rith's Argo lodge and former board member of the Washington Hebrew Organization.

He is married to the former Jean Brown of Washington. They have two children.

For hobbies, he has an advertising agency to keep in trim, a TV station to cultivate and a wealth of community projects to help flourish.

ROTARY Club of San Diego, Calif., has commended KCBQ San Diego for its new public affairs series *Report from the Mayor.* Club praised station for its reporting to the public problems facing the local government.

FARM WORLD TODAY!

A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET

(see inside front cover)

WLS

CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE NUMBER 24 OF A SERIES

FOR YOUR INFORMATION:

A good reason for Thanksgiving this year is that, although turkey, "fixin's" and other holiday essentials have increased in price, one still can drive home to "see the folks" more quickly, in greater comfort and at less expense for gasoline than would have been possible a quarter century ago.

Dramatic tests just completed on the New Jersey Turnpike, America's newest super-highway, prove that two gallons of today's gasoline actually do the work that three gallons did back in 1925. They show that present gasoline is worth 50 per cent more by every recognized standard of automobile performance and economy. Even more remarkable is the fact that today's higher quality fuel costs about the same as gasoline did 25 years ago despite the soaring cost of living. Only the taxes on it are higher!

This enormous gain in value has been the direct result of constant competition, not only in every branch of the oil business but among automobile manufacturers and among the engineers and skilled workmen who have constructed America's magnificent highway network with the aid of petroleum-powered earth-moving equipment and vast quantities of petroleum asphalt.

Oil research, costing many millions of dollars every year, has concentrated on making better gasoline. Since 1925, octane numbers, which indicate anti-knock qualities, have crept up from 55 to around 84, motor method, (91 research method) before the recent slight reduction required by the federal government because of the shortage of tetraethyl lead. (The October average in high traffic areas was 82.)

Automobile makers have built higher-compression engines to consume the better gasolines more efficiently. (Sometimes, of course, this sequence of events has been reversed.) Motor compression ratios have been increased from around 4.5-to-1 in 1925 to around 8.0-to-1 in some of today's cars, while acceleration, hill-climbing ability, speed and comfort of those cars have improved proportionately.

During the same period, highway engineers have toiled to lift American motorists out of the ruts of dirt or gravel "shunpikes" onto paved roads (88% of all state highway mileage is surfaced, approximately half of it with asphalt). They have increased total rural surfacing from a little more than half a million to approximately one and three-quarter million miles and the mileage of multiple lane turnpikes has grown from practically none to 38,000 miles.

All of these factors, combined in a way which is only possible in a progressive, competitive enterprise economy such as ours, go a long way toward explaining why Americans, with their more than 50 million motor vehicles, have a freedom of movement not equalled anywhere else in the world.

If you would like further information about the oil business and its impact on our American way of living, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

front office

EDWARD E. HALL, CBS Television Division, named sales service manager for CBS Radio, effective today (Monday). He succeeds **THOMAS MAGUIRE**, who resigned to become business manager of Maxon Inc.'s radio and TV department. Mr. Hall joined CBS Radio in 1934 and has served as manager of financial statistics division of Accounting Dept., Eastern Div. manager of CBS Radio station relations, and, since August, as Eastern Div. manager of relations for CBS Television.

Mr. Hall

ALAN AXTELL, account executive CBS Radio Spot Sales, Chicago, to KNX Hollywood-Columbia Pacific, as assistant general sales manager effective Nov. 9. In new post he will assist **EDWIN W. BUCKALEW**, and be in charge of national sales for KNX and Columbia Pacific.

ROLAND R. BLAIR and **D. THOMAS MILLER**, Morris F. Swaney Agency, Chicago, and sales service department ABC, respectively, named to Chicago sales staff of CBS Television Network, with Mr. Miller serving as Chicago manager of sales service. Prior to his association with the Swaney Agency, Mr. Blair was account executive and vice president in charge of radio, Rogers & Smith Adv., Chicago. Before that he was vice president and part owner for six years of KMBC Kansas City.

JOHN H. WHITE, Katz Agency, N. Y., appointed account executive CBS Television Spot Sales, N. Y. He replaces **ROY HALL**, now sales manager WCCO Minneapolis.

JAMES DANDELAKE, president WORZ Orlando, resigned. **MARGARET BRIGHT DANDELAKE**, second vice president WORZ, resigned. Both Mr. and Mrs. Dandelake have sold their stock to Central Florida Broadcasting Co., WORZ owners.

JOHN BRADLEY, account executive KHJ-TV Los Angeles, named sales manager. He replaces **KEVIN SWEENEY**, now with BAB [B•T, Oct. 29].

JORY NODLAND, sales staff WNMP Evanston, Ill., appointed sales manager.

JOHN E. PEARSON Co., N. Y., appointed representative for KVOE Santa Ana, Calif.

FREEMAN W. CARDWELL, chief accountant WBAL-AM-TV Baltimore, appointed business manager.

GEORGE P. ADAIR, Washington consulting engineer and former FCC chief engineer (1944-47), has left to do a communication survey in French Indo-China. He is accompanied by Mrs. Adair, and they will return in about a month.

MURRAY LLOYD GOLDSBOROUGH Jr., promotion manager WNOW York, Pa., appointed manager WGET Gettysburg, Pa. He succeeds **EARL C. PACE**, resigned to join Westinghouse Co.

DONALD H. HARTFORD named sales manager CFAC Calgary.

T. C. MAGUIRE, radio director McKim Adv., Toronto, named manager of Toronto office Omer Renaud & Co., Montreal.

ROBERT H. SALK, sales staff CBS Radio, and **BERNARD H. PELZER Jr.**, account executive NBC-TV, to television sales staff Katz Agency, N. Y.

JIM McINTOSH, account executive WGRC Louisville, Ky., to WKRC Cincinnati, as account executive.

FORJOE & Co., N. Y. appointed national representatives for WPWA Chester, Pa.

DOUG CAPLETTE, manager KREO Indio, Calif., and **MARC HANAN**, KSYC Yreka, Calif., appointed account representatives KXO El Centro, Calif.

CECIL WOODLAND, president Community Service Broadcasting Corp. (WCSS Amsterdam, N. Y.), and general manager of WCSS, appointed general manager WQAN-AM-FM Scranton, Pa. Mr. Woodland succeeds **JOHN P. McGOLDRICK**, general manager and chief engineer. Mr. McGoldrick will continue as chief engineer.

CARL W. GREENE Jr., coordinating account executive Mini-Films Inc., Hollywood, named account executive KCBQ San Diego.

MARTIN J. McGEEHAN, Chicago manager of Ra-Tel station representatives, to LBS, as director of the Chicago office and midwest sales manager.

TRACY AXTON Jr., media department Young & Rubicam, N. Y., and **MILTON E. KRAEMER**, Olin Products Corp., same city, to sales staff of WPIX (TV) New York, under direction of **JOHN F. NOONE**, sales director of station.

JOHN MINCO, sales staff WDOK Cleveland, to WJW Cleveland, in same capacity.

JERRY GLYNN, vice president of Chicago Walker Co., appointed director of Chicago of AM Radio Sales Co.

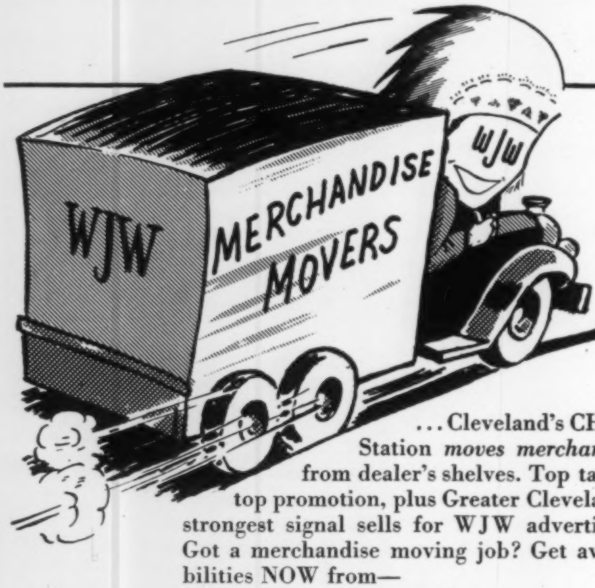
KEN STRONG appointed commercial manager WVOM Boston. He was with WCRB Waltham.

SAMUEL F. JACKSON, sales staff WPIX (TV) New York, to Avery-Knodel Inc., N. Y., in same capacity.

Personals . . .

ROGER R. HUNT, general manager KUBA Yuba City, Calif., elected president Marysville Kiwanis Club. . . . **DON IOSET**, vice president and general manager WPIT Pittsburgh, appointed member of board of directors of Pittsburgh Radio and Television Club. . . . **GENEROSO POPE Jr.**, former executive vice president and general manager of WHOM, New York foreign-language independent, and former publisher of *Il Progresso*, Italian-American newspaper which owns the station, and Patricia McManus, both of New York, married Oct. 27 at St. Thomas More Roman Catholic Church, same city. They will live in Washington, where Mr. Pope is on confidential assignment with U. S. Government.

LESLIE C . JOHNSON, vice president and general manager Rock Island Broadcasting Co. (WHBF-AM-TV Rock Island), elected vice president of Illinois Chamber of Commerce. . . . **LOWELL CHRISTISON**, assistant manager WVIM Vicksburg, Miss., father of boy Gregory Thomas. Mrs. Christison is former traffic director of WRFW Eau Claire, Wis. . . . **TOM HENRY**, co-op sales department, MBS Chicago, and Barbara Ann Beach, married Oct. 27.



. . . Cleveland's CHIEF Station *moves merchandise* from dealer's shelves. Top talent, top promotion, plus Greater Cleveland's strongest signal sells for WJW advertisers. Got a merchandise moving job? Get availabilities NOW from—

CLEVELAND'S *Chief* STATION

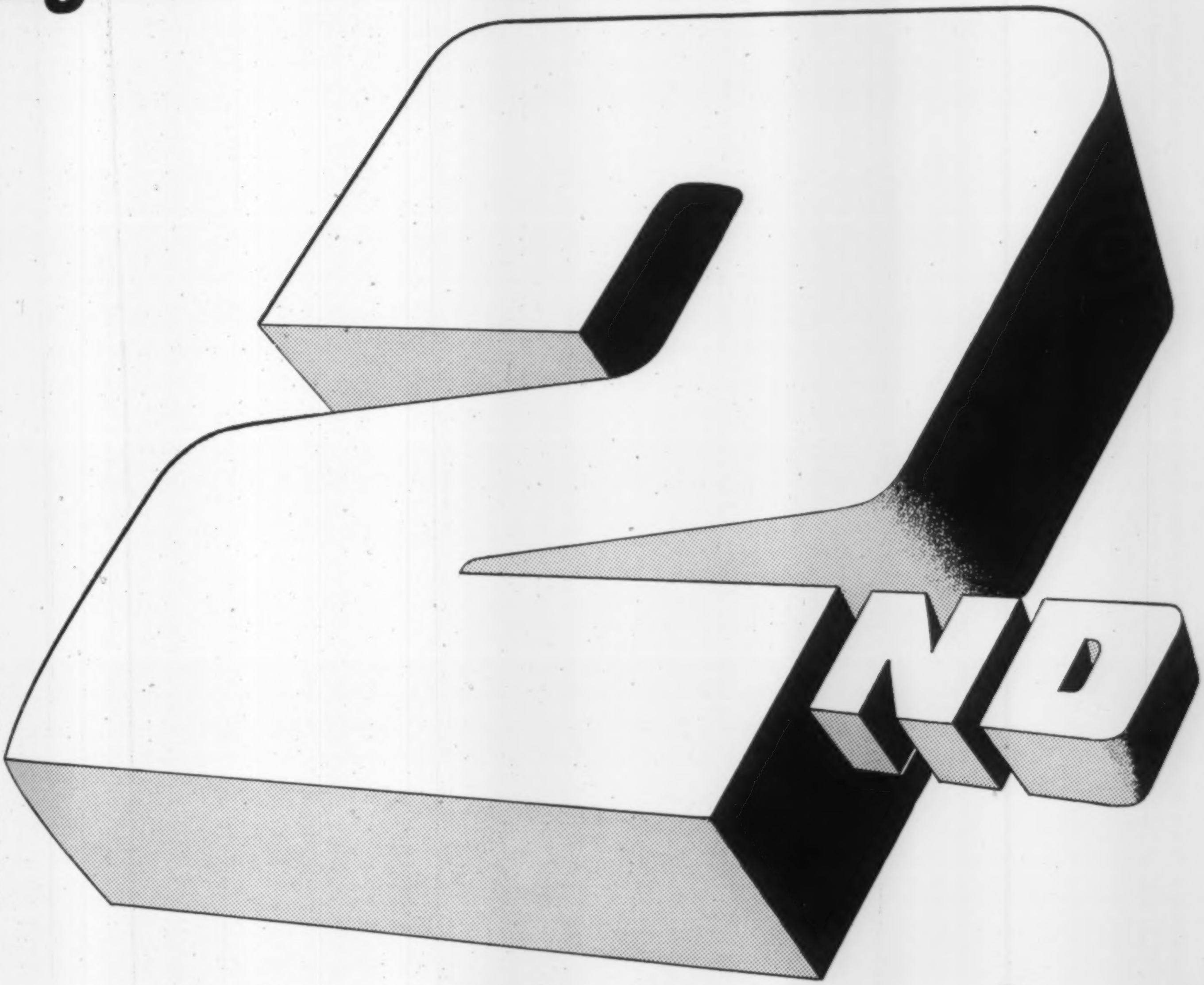
WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Again! WWDC is



in total share of Washington audience!*

Four straight months of Pulse surveys show WWDC *second* in total share of audience. The second two months of these surveys showed WWDC still further ahead of the third station in the highly competitive Washington market. This is positive proof that at WWDC's low rates, it's really *first*—on a results-producing basis. It means that in Washington, your best advertising buy is WWDC. Just ask your John Blair man for the whole WWDC story.

WWDC
IN THE NATION'S CAPITAL
Sells Goods!

*Pulse: May through August, 1951—6 A.M. to Midnight

WHEN
(SELLING) IN
ST. LOUIS...
DO AS
ST. LOUISANS DO!
USE
KWK

At the present time KWK is serving over 100 Local Advertisers!

Local Advertisers have an almost daily check on their radio advertising, and they know KWK DOES SELL merchandise! This accounts for the overwhelming advantage KWK enjoys in the local advertising field!

And that's one of the big reasons more and more smart National Advertisers are using KWK year-after-year!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

air-casters

CHARLES H. SMITH, account executive WCCO Minneapolis, appointed director of research and sales promotion. **FRED HEYWOOD,** promotion manager, named director of program promotion and publicity. **ERIC REHNWALL** appointed merchandising manager. Mr. Rehnwall was with Minnesota Mining & Mfg. Co. and Frederic W. Ziv Co.

BILL ELLIS appointed promotion director WCSC Charleston, S. C. He replaces **DOROTHEA LaTORRE,** now in the Women's Air Force stationed at San Antonio, Texas. **RUSSELL D. LONG,** promotion manager WCSC, elected chairman of Charleston County March of Dimes.

THAINE ENGLE appointed director of publicity, promotion and merchandising, WBAP-AM-FM-TV Fort Worth, Tex., replacing **JACK ROGERS,** resigned.

Lt. CARL W. YATES, formerly music director and announcer with KMMO Marshall, Mo., now serving with 25th Inf. Div. in Korea.

ROBERT G. TENNANT named to announcing staff WBEN-AM-TV Buffalo. He was with stations in Schenectady and Boston.

WYNN SPEECE, women's director WNAX Yankton, named to board of directors, Boys and Girls Home, Sioux City.

LOU GOLSON, disc jockey-announcer WFAX Falls Church, Va., to WANN Annapolis, Md., in same capacity.

PHILLIP W. LAWRENCE named auditor WJW Cleveland. He succeeds **ED F. MEYER,** resigned to accept position of special assistant to treasurer of Lubrizol Corp., Wickliffe, Ohio. **STANLEY KALECH,** graduate Western Reserve U., appointed to merchandising staff. **RUTH HAASE,** KENO Las Vegas, N. M., named to program department staff.

ROBERT E. DALTON, announcing staff WMAL Washington, **GAIL BARENTS,** announcing staff WARL Arlington, Va., and **DAVE CAMPBELL,** appointed to announcing staff WTOP-AM-FM-TV Washington.

"RED" ROWE, disc jockey KFWB Hollywood, father of boy, Sandy, Oct. 25.

JOHN LOTAS, TV free-lance announcer, father of boy, Christopher Thomas, Oct. 26.

JOHN A. SAVAGE, named announcer for WOR-TV New York. He was with WNYC New York and WAAB Worcester, Mass.

FRANCIS X. O'SHEA named manager accounting department NBC-TV with title of chief accountant. **JOHN A. LAVAN** named to succeed Mr. O'Shea as supervisor of general and cost accounting division.

JIM RASER, head apprentice KCBS San Francisco, named writer on *This Is San Francisco.*

MARY MISCH, J. Walter Thompson Co., Chicago, to continuity staff WGN-TV Chicago.

JANET BENOY, publicity-promotion department WLWC (TV) Columbus, appointed merchandising director WBNS (TV) Columbus.

MARION DEL VECCHIO, news director WTRF Bellaire, Ohio, to announcing staff WLWD (TV) Dayton.

SHEPARD MENKEN, actor on CBS Radio *Suspense* and *Line Up,* father of boy, Gregory Elliott, Oct. 27.

DIANE FAIRBROTHER, advertising department St. Paul *Dispatch-Pioneer Press,* named publicity writer in promotion department KSTP-AM-TV Minneapolis. She replaces **FLORA ROBINSON,** now with Edward Petry & Co., N. Y.

CORINNE OLSON, assistant to director of education WBBM Chicago, and Edward Stocks announced their marriage.

MRS. BRETA GRIEM, conductor of *What's New in the Home* on WTMJ-TV Milwaukee, selected for "Women of the Year" court of honor by Delta Zeta sorority.

ROBERT E. PHILPOT, sales presentation writer in research and sales development department ABC, to advertising and sales promotion department CBS Television Div.

JAMES BERRY, announcer KECA Hollywood, moves to directing staff.

CLIFFIE STONE, KLAC-TV Hollywood *Hometown Jamboree,* starts new *Cliffie Stone's Western Music Hall* on same station.

BOB CROSBY, of CBS Radio *Club 15,* father of girl, his fifth child, Junie, Oct. 17.

MORT ROSEMAN, U. of Pennsylvania, appointed continuity and news director WPWA Chester, Pa.

BARRETT PIERCE disc jockey KWBU Corpus Christi, Tex., named honorary mayor of Gopher Gulch, Tex.

JOE GRAYDON starts as emcee-vocalist of five weekly two hour *Women Are Wonderful* audience-participation show on KLAC-TV Los Angeles.

FRANK CAPACCHIONE named editor on CBS Television *Amos 'n' Andy* show.

News . . .

SANFORD PAUL, WOKO Albany, N. Y., to news editing staff WMGM New York.

STANLEY SEIDEN, press repres ative Shubert Productions, L. A., Hollywood Press Information De CBS Radio, as trade press editor. replaces **ARTHUR SAWYER,** na copywriter in network's sales pro tion department.

TODD HUNTER, newscaster WB Chicago, and **BOB FERRIS,** Paci northwest reporter-broadcaster, KNX Hollywood-Columbia Paci news bureau. Mr. Hunter's assignmen include writing and reporting KN *Ten O'Clock Wire.* Mr. Ferris w handle writing and reporting on ea morning newscasts.

KEITH MORROW, assistant supervi sor of farm broadcasts Canadia Broadcasting Corp., Toronto, appointe supervisor of department, succeedin **A. R. KEMP,** resigned. **J. W. R. GRAHAM,** farm broadcast commentator CBH Halifax, appointed assista supervisor of farm broadcasts, and succeeded at CBH by **MURRAY P. CREED** and **FRANK D. NICHOLSON.**

'This Is CBS'

Two-Hour revue "This Is CBS," offered by typists, secretaries, television cameramen, ushers, clerks and mail boys of the CBS New York staff, was presented last Thursday at CBS Studio 60, 65th & Broadway. Produced by Patty Painter (Miss CBS Color Television) and Jay Johnson, CBS-TV cameraman, show was not broadcast but played to an audience of as many CBS executives and employes as the studio would hold. Since ushers were among stars, their duties were taken over by Steve Allen, Perry Como, Jim McKay, Dorothy Doan and Mel Torme.

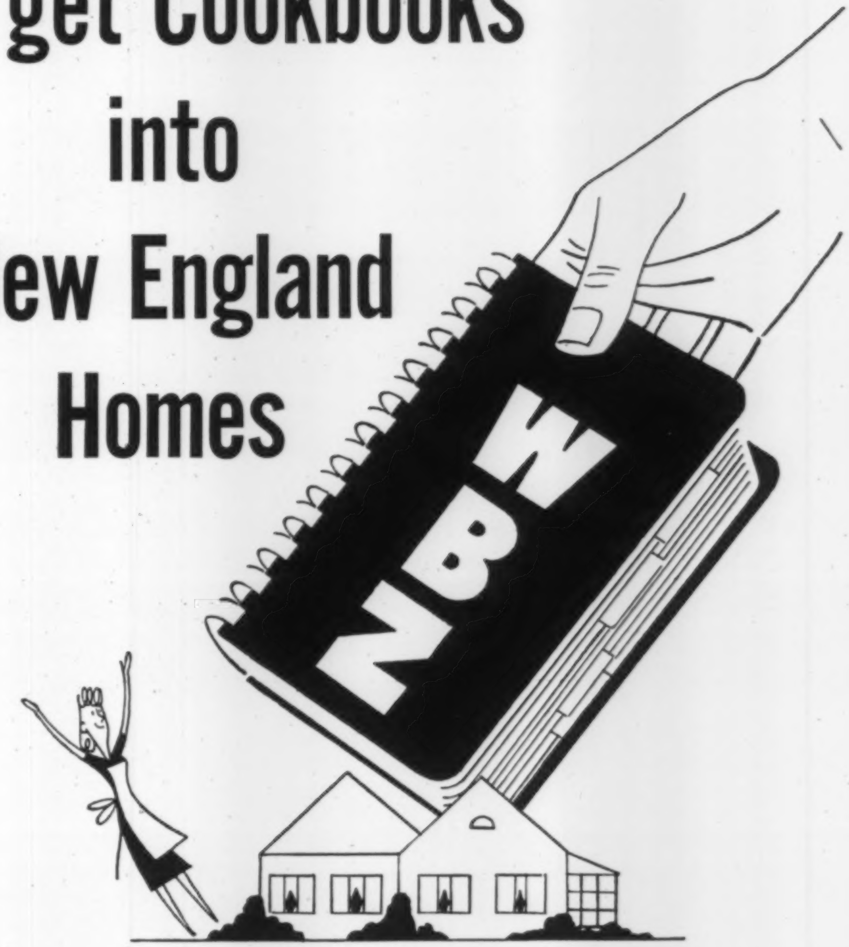
AWARD for *Wildlife Unlimited* presented by WOR-TV New York, was presented to station recently by New Jersey Science Teachers Assn. Program, produced by station's news and special features division, was cited by association for science value and recommended for students in elementary and high school.

TWENTY YEARS OF LEADERSHIP
YOUR SALES
WJDX
AFFILIATE
JACKSON, MISS.

Cash from Mississippi's bumper cotton crop is now in circulation throughout the State. WJDX's loyal listeners are more willing and able to buy than ever before. Get your share of this big, prosperous market NOW.

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO

The Low-Cost, Sure-Fire Way to get Cookbooks into New England Homes



Month after month, for years, participating sponsors have told us of the effectiveness of Mildred Carlson's "WBZ Home Forum" in reaching New England housewives.

Here's one of the latest comments, quoted from a letter written by United Utilities and Specialty Corporation:

> "With only two spot announcements, we received requests for 1,800 cookbooks, which enabled us to do an outstanding job!"

That's typical of the results *you* can expect with WBZ.. the best-known, most-heard voice in New England! For details, check WBZ or Free & Peters.

WBZ **BOSTON**
50,000 WATTS
NBC AFFILIATE

and WBZA Springfield

WESTINGHOUSE RADIO STATIONS Inc *Serving 25 million*
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

allied arts

ROBERT RICHARDSON, Advertising, Film and TV Dept. Westinghouse Electric Corp., to New York sales staff of Jerry Fairbanks Inc.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WCMW Canton, Ohio.

RICHARD H. GEDNEY, midwestern representative United Artists, to United Television Programs, Chicago, as sales representative. He will handle midwest and southwest television markets and advertising agencies for UTP.

FRANCES O'BRIEN, free lance writer, to Phil Davis Musical Enterprises Inc., N. Y., as writer and to handle sales promotion for firm.

WILLIAM F. REILLY, midwestern manager RCA Recorded Program Services, father of daughter, Mary Kathleen, Oct. 21.

ARTHUR C. NIELSEN, president of the Chicago market research firm of the same name, was one of four persons to win the Paul D. Converse national marketing award at U. of Illinois. Awards are given by Central Illinois chapter, American Marketing Assn.

Equipment . . .

Col. WALTER BIRDSALL BROWN, National Assn. of Manufacturers, appointed sales manager Transmitter Equipment Mfg. Co., N. Y. Col. Brown will divide his time between factory and main office in N. Y. and branch office in Washington, D. C.

KENNETH B. BOOTHE, chief engineer and technical supervisor United Nations Sound & Recording Dept., appointed manager Instrumentation Div. of Audio & Video Products Corp., N. Y. Mr. Boothe will supervise sales and service of special magnetic tape equipment and supplies designed for telemetering and data recording.

COMPUTER RESEARCH Corp., Hawthorne, Calif., announces new miniature magnetic head, Model HA 102, to provide higher component density in magnetic memory storage systems. For further information write Computer Research Corp., 3348 W. El Segundo Blvd., Hawthorne, Calif.

S. O. S. CINEMA SUPPLY, N. Y., has issued new 41 page supplement to their Catalog Sturelab 8A. Catalog lists and describes equipment for cameraman, studio and laboratory.

WILLIAM E. BOSS, field sales representative for upstate New York, Home Instrument Dept., RCA Victor, appointed staff assistant to **J. B. ELLIOTT**, vice president in charge RCA Consumer Products, Camden, N. J.

WILLIAM W. CONE, vice president in charge of sales Kirch-New Jersey Inc., RCA distributor, appointed vice president in charge of sales Motorola-New York, factory subsidary of Motorola Inc., Chicago.

PRESIDENT Carl Haverlin and Glenn Dolberg of BMI capped a clinic session for the Maine Broadcasters Assn. in Augusta with a weekend fishing trip into the Maine woods. Their hosts—Carleton D. Brown, president of WTVL Waterville, Me., and Murray Carpenter, WABI Bangor and MBA president—found it hard to convince their New York friends that bear steak was really on the menu. To prove it, the camp owner left the dining room and returned momentarily with a 125-pound female black bear. Mr. Dolberg snapped this picture of the still warm carcass flanked by (l to r) Mr. Brown; Bert Packard Jr., who shot the bear; Messrs. Carpenter and Haverlin, and Bertram Packard Sr., camp owner. Maine pays $15 bounty for every bear killed because of their destructiveness to property.

CHARLES P. JOHNSON, manager of western publicity division for Westinghouse Electric Corp., S. F., transfers to company's New York office, as manager of eastern division.

WILLIAM H. STRUBLE, promotion manager of WLW Cincinnati television interests, named sales promotion manager of Edgar Morris Sales Co., Washington Westinghouse and Hallicrafter distributor.

F. E. GIBSON, district credit manager at Chicago for Graybar Electric Co., N. Y., elected treasurer. He makes headquarters in New York.

WILLIAM BYNAM, vice president and general sales manager Carrier Corp., Syracuse, elected executive vice president.

ROBERT D. WINSTON appointed sales-service manager Audio & Video Products Corp., N. Y. He was with Langevin Mfg. Corp. **WILLIAM H. HAZLETT** appointed eastern sales manager Audio & Video Products. He was with Fairchild Recording Equipment Corp.

S. WHITNEY LANDON, general attorney AT&T Long Lines Dept., named AT&T assistant vice president and assistant secretary. **ERNEST D. NORTH**, Long Lines Dept. attorney, succeeds Mr. Landon as general attorney.

Technical . . .

EDWARD GURNEY and **ARDEN SMITH** named to engineering staff WNAX Yankton, S. D.

JOHN AIRALE, engineer WORZ Orlando, Fla., father of daughter, Linda Ann.

ERNEST O. SWAN, chief engineer CKEY Toronto, resigns to go into TV consulting engineering at Toronto.

SAM MARGOLIN, chief engineer KFMV (FM) Hollywood and Pacific Regional Network, to John Poole Broadcasting Co. as engineer in charge of Hollywood and Mt. Wilson operations of KBIG Avalon, scheduled to go on air in early spring.

W. E. DACOSTA, supervisor of technical operations WOR New York, named technical operations supervisor for WOR-TV. **E. W. CLARK** succeeds him at WOR.

JOHN J. MOROCCO, engineering staff WOR-TV New York, father of girl, Susan Marie.

AVCO Manufacturing Co., Cincinnati, last week declared quarterly dividend of 15 cents per share on common stock, payable Dec. 20, 1951, to stockholders of record Nov. 28.

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly
Day — 90,320 families *Night — 66,230 families*

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929
AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

GREENVILLE is
SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In "COVERED" WAGES
GREENVILLE $112,827,014
Columbia 62,217,401
Charleston 48,677,862
S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Piedmont Station, Greenville S. C.
NBC For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

The choice of COLLINS

FOR THEIR 35 KW H-F TRANSMITTERS

Used in the "Voice of America" Service of the U. S. Department of State—

Federal's

F-8C25

POWER TRIODE

FEDERAL
FTR
TELEPHONE & RADIO

Installation of Federal F-8C25 power triodes in modulator tube compartment of 207B-1 transmitter.

207B-1 35 KW high frequency broadcast transmitter manufactured by Collins Radio Co.

In the operation of the world-wide "Voice of America" service, an important part will be played by the 207B-1, a 35 kilowatt high frequency broadcast transmitter manufactured by Collins Radio Company, of Cedar Rapids, Iowa.

In the view on the right are shown the five similar side-by-side units of the 207B-1, bolted together to form the full AM equipment.

When the time came to select a modulator tube for the 207B-1 the choice of Collins was the Federal F-8C25—a forced air-cooled triode rated at 5 kilowatts anode dissipation. The F-8C25 has a thoriated tungsten filamentary cathode, requiring lower power and providing longer service life.

Federal Telephone and Radio Corporation takes pride in having worked with Collins Radio Company to assure the ruggedness, efficiency and stability required by one of history's most important applications of radio broadcasting.

"Federal Always Has Made Better Tubes"

Federal Telephone and Radio Corporation

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. . . . . a unit of IT&T's world-wide research and engineering organization.

VACUUM TUBE DIVISION 100 KINGSLAND ROAD, CLIFTON, NEW JERSEY
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

FEDERAL FTR TELEPHONE & RADIO

an IT&T ASSOCIATE

TAKE
A
GOOD
LOOK
AT
CHATTANOOGA

FIRST
IN AUDIENCE
IN THE MORNING

FIRST
IN COST
PER LISTENER

FIRST
IN LOCAL
ACCEPTANCE

Outstanding Local
Personalities Build an
Outstanding Audience

WDEF
CHATTANOOGA

1370 KC 5000 WATTS
Carter M. Parham, President
Represented by BRANHAM

Strictly Business

(Continued from page 12)

17% of the budget will be added to this amount, placing 39% of the total advertising expenditure in the broadcast media.

Headquarters for this vast activity is a 14th floor suite in the Standard Oil Bldg. in San Francisco. Here, surrounded by charts and graphs and certificates of award and guided by a simple set of rules and a simple philosophy of advertising, Tony Mattes manipulates his large budget to bring his company the highest possible return on the advertising dollar.

His philosophy recognizes advertising as an integral part of the job of selling a product, but not the whole job.

"Advertising," he says, "can inform, convince and stimulate a prospect to buy, but it takes personal selling to close an order."

His guide rules to good advertising are these:

"Advertise truthfully and in good taste. Advertise to the right people. Reach the greatest number of people consistently. Use the most effective message. Do it in the shortest period of time. Invest the least amount of money. Merchandise your advertising-sales promotion story effectively. Make it pay off at point of sale."

These thumbnail rules and his philosophy are the result of more than two decades of varied training and experience in the advertising business.

Born in New York

Tony Mattes (M. Anthony Mattes, formally) was born in New York City 46 years ago. He moved to San Francisco with his family at the age of six.

From high school days he was interested in advertising as a career and after graduation he returned to New York for his early training. He went to Columbia U., where he majored in economics, business administration and journalism. His graduation from Columbia and entrance into professional life just preceded the crash of '29.

But the resulting depression had little effect on his accumulation of experience. He was "broken in" with such diversified accounts as transportation, food, drug and petroleum products. He served as advertising manager for a leading New York department store, worked as an account executive for Benton & Bowles in New York and for Blackett-Sample-Hummert in New York and Chicago.

When World War II came, he went with the Office of War Information as a regional director. Returning to professional life in 1944, he moved back to San Francisco as Standard Oil's advertising manager, a job that ever since has been both his vocation and avocation, drawing fully on his wide and varied background and adding considerably to it.

Mr. Mattes' guide rules of advertising preclude leaving any part of a campaign to chance. The dictum to "make it pay off in the shortest period of time for the least amount of money" demands a close accounting and this is the reason for the numerous charts and graphs in his office.

He knows where the company's advertising money is going and what results each dollar is producing. Nothing is left to theory.

The company believes in surveys to accumulate this information, but in its own surveys only. It is happy to see its weekly mystery show, *Let George Do It*, carried on 64 stations of the Mutual-Don Lee and Inter-Mountain networks, consistently receive a top rating in the various radio popularity surveys. But it doesn't depend on these surveys in determining results.

"In these surveys," Mr. Mattes says, "a strong rating in one town can overshadow a weak rating in a nearby town without showing in the final results of the survey."

Separate Market Studies

Standard Oil, in its own surveys and those conducted for it by private research organizations, cover each individual market area as an entity. The surveys are conducted according to whether the area is served by a one, two, three, four or more station town and whether or not the area is a primary or secondary TV area.

From such detailed surveys come the analysis charts and "opportunity" charts which show, to Mr. Mattes' and the company's satisfaction, just what results they are receiving in each area for each dollar expended in each media. Using an arbitrary cost figure of $1000 per rating point, it is then easy to compare returns from various campaigns in various areas in ratio to the cost of the campaigns.

Standard Oil's oldest radio program, and said to be the oldest hour of music on radio, is *The Standard Hour* (which celebrated its 25th anniversary on the air Oct. 24), a classical music show which holds a special place in the company's advertising program.

The Standard Hour, on which no advertising message has ever been broadcast, is, in fact, not even considered an advertising venture. It is a public relations activity and is not subject to the cost rating measurement of other productions.

Boosts Competitor

WNAT Natchez, Miss., Oct. 24 suggested that listeners tune to WMIS Natchez to hear *The Big Story* honoring Ned Smith, former editor of the *Natchez Democrat*. Eddie Phelan of WNAT commented, "Perhaps I'd best add the fact that this plug was not solicited by any organization or individual . . . we merely did what we considered in the best interest of the radio audience here."

But the goodwill it buys for the company has never been questioned. *The Standard School Broadcast*, which is the company's most widely broadcast program (80 stations this year), is on a similar level.

But all other activities meet the strict cost rating measurement Mr. Mattes' requires for his approval. In addition to *Let George Do It*, the radio programs meeting these requirements are *Standard Newstime* broadcasts on stations in Juneau, Ketchikan, Anchorage and Fairbanks, Alaska; *Farmers' Digest* on KNBC San Francisco and *Farm Highlights* on KFI Los Angeles. They must measure up not only in competition with other radio shows but with advertising in all media.

The company's entrance into television next year comes only after thorough research and TV's proven ability to pass the cost rating test. The type of program that measures up best in Mr. Mattes' analysis is a dramatic show; and that's what Standard Oil will have on the screens next year, in all six of the TV areas in Standard's marketing area.

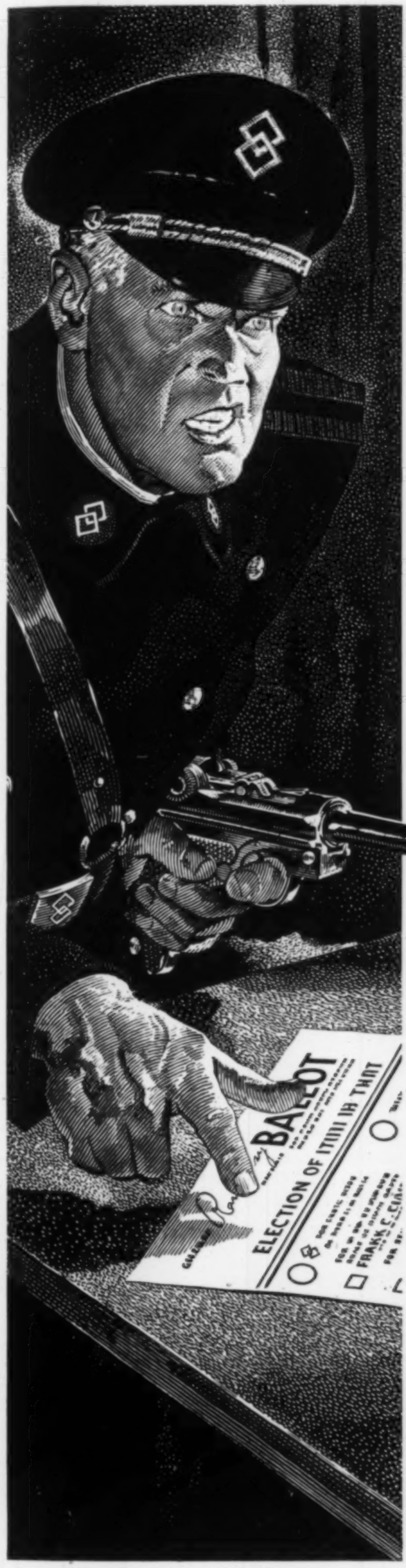
Away from his office, Mr. Mattes spends his time quietly in a San Francisco Peninsula home with his wife and 7-year-old boy, and occasionally going fishing or sailing. But his mind is never far away from the problems of cost rating, budgets and campaigns that compromise the hobby by which he lives.

GATES
QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . . TEL. ATWOOD 8536
WASHINGTON D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200



"Put your *X there!*"

"Ever have nightmares?

"I don't, often. But I sure had one last night! Wasn't my usual one, being chased by a lion and falling off a cliff. In *this* dream it was Election Day. I was at the polls, kidding with some of the boys I knew . . . but they weren't kidding back. They looked sort of worried or scared or something.

"Anyway, I got my ballot, stepped into the voting booth and pulled the curtain. I wet the end of the pencil . . . to make my X's big and black. *Then the nightmare part began.*

"A tough-looking soldier stepped into the booth. He put his finger on the ballot and said, *'Put your X THERE! And THERE . . . and THERE . . .'* None of the names I'd picked, either. He had a big black gun pointing right at me.

"That was last night. Today, all day, I've been thinking about it. I'd known that was how some elections got settled in other places. But it never occurred to me before how lucky I was to be a citizen of *this* country. *Here* I vote according to my conscience, not a gun. And I do other things the way I please . . . like going to church, or picking out my own kind of job down at the Republic plant. Try that where there's no freedom!

"That's it . . . *Freedom!* We've got all the Freedom in the world. But, honestly now, do we *really* appreciate it? Do *you?* I admit I've done *my* share of griping . . . probably never will get over that habit.

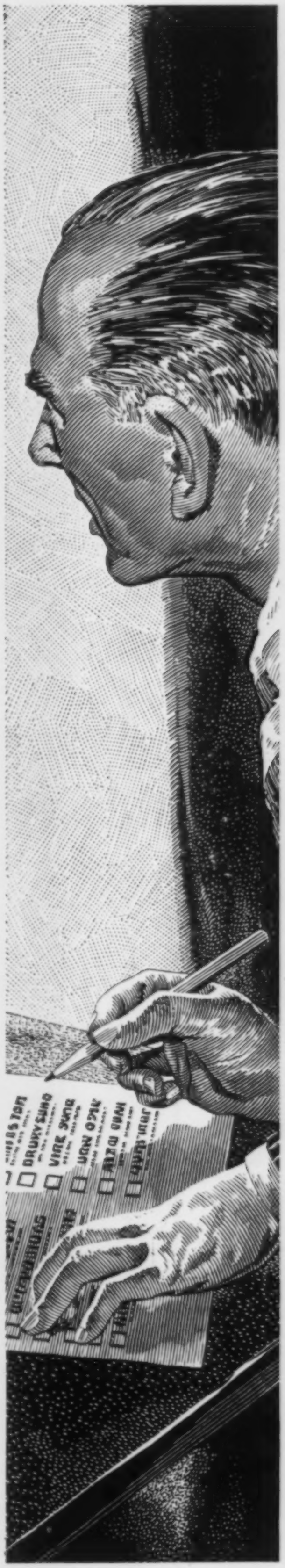
"But, with Freedom-grabbers at work here as well as abroad, I want to be sure on Election Day that we're *all alone* in that voting booth. With nobody to tell us, *'Put your X THERE!'* No sir!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. . . an America whose many thriving industries have brought the world's highest living standards to her people. *And in serving Industry, Republic also serves America.* Take, for example, the Food Processing Industry. Here untold millions of pounds of food are processed, refrigerated, packed, canned and frozen for the American table. And here Republic's gleaming Enduro Stainless Steel can be found on the job . . . in vats, cookers, sterilizers, mixers, coolers, to name but a very few . . . guarding faithfully the food your family eats.

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.



Advertisement

Are You A Sucker?

AN OPEN LETTER TO AMERICAN RADIO STATIONS FROM

Gordon B. McLendon, President
Liberty Broadcasting System

"NBC this week went to work on its plan to expand its scope of network coverage, to embrace additional stations in small supplementary markets, which may range up to 150 or so. . . . Chief aim is to penetrate towns of from 30,000 to 50,000 population presently without NBC affiliation, thus adding a potential one million 'Bonus' Listeners to network advertisers. ***The stations will receive no pay for carrying sponsored shows. . . .*** *It's understood that the formula calls for adding about 50 independent stations to the network roster; about 25 currently affiliated with the Liberty Network, and the remainder recruited from current ABC and Mutual affiliates."*

—VARIETY, Wednesday, October 10, 1951

"To the primary and consolidated supplement group will be added a third category of ***what the web calls 'Premium' stations*** *(The equivalent of CBS' 'Bonus' outlets). The network hopes to add approximately 100 such premium outlets in a reasonably short time.* ***Advertisers will get these stations strictly for free. The network will pay such stations nothing for carrying shows,*** *the accepted theory being that such outlets get their value out of the deal by having top programming made available to them. . . .* ***Some stations in the present 63 television markets will actually have their rates adjusted upward."***

—THE BILLBOARD, Saturday, October 13, 1951

"Then a third classification will be established known as 'Premium' stations to give added depth of coverage in less important markets.

"Equivalent to stations previously called 'Bonus', these will be stations which 'Do not individually deliver *a sufficiently large or* ***a sufficiently valuable audience to justify a network rate,' NBC said."***

—BROADCASTING, October 8, 1951

First of all, let me say that I am not writing this letter because I am worried about losing any of our Liberty affiliates to NBC. By this statement I mean that even should NBC succeed in hoodwinking all or any part of the twenty-five Liberty affiliates it allegedly wants, the loss of twenty-five of our more than 400 stations is hardly going to be a serious blow. I do not like to lose any affiliates because if we do we have the job of going out and replacing them but I will repeat that the loss of any or all of them is not the thing that has me concerned enough to write this letter.

I AM WRITING BECAUSE, AS THE OSTRICH SAID WHEN HE STUCK HIS HEAD IN THE SAND, "THE END IS IN SIGHT."

Radio networks no longer compete in how much they can sell but in *how much they can give away.* For a long time now, the Mutual Broadcasting System has been offering literally hundreds of affiliates as a free bonus to any advertiser who would buy another list of Mutual stations. Both ABC and CBS have to lesser extent also been guilty of the "Bonus Baby" evil.

Now NBC, the oldest network in the radio business, has deliberately joined this game of Russian Roulette which Mutual first popularized. I am astonished that the radio industry, in which I have a sizable stake, should sit by so complacently while NBC is making out the industry's death papers.

These days, the advertiser doesn't ask how many stations he is buying but rather how many stations he is getting free. In this situation, even the most short-sighted station operator should recognize extreme peril. Any person to whom you give something free comes to expect more and more. What is more important, he loses respect for you.

Many of America's leading advertising agencies, who place the great bulk of network time, are in direct parallel. They are coming to expect more and more and more for free and they are willing to pay for less and less. Any network time salesman will tell you that. He will also tell you that, as might be expected, these agencies are losing respect for radio.

The situation was serious enough a year ago. Now the nation's oldest and most respected network, NBC, has joined this giant game of seeing how much blood you can let without dying.

As a station operator, do you see any danger to your station? Even should you be one of NBC's Primary Stations, you should recognize

(Continued on next page)

the fact that this contest to see which network can give the most away will eventually hit even your station. And in radio's Armageddon, we may see that day when, in order to get a given account or program, the victorious network is the one which has agreed to give everything free.

TAKE A GOOD LOOK AROUND AND YOU CAN TELL YOUR GRANDCHILDREN HOW YOU SAW RADIO DIE ONE DAY.

The battle between television and radio right now is strangely similar to the cold war between Russia and the United States. Economically, Russia might win the war without firing a shot. Likewise, television will never kill radio; radio is going to commit suicide.

I am not even concerned about rate-cutting. It is more serious than that. Whatever the NBC plans for tandem, one-shot and minute man selling, these are merely competitive, if lamentable. However, we cannot continue to *give radio away*. We must stop.

As a result of this NBC move, it would not be surprising at some time in the future for CBS suddenly to realign its own network setup. *Your* station might suddenly become a free station, along with scores of other CBS stations. Perhaps then Mutual will respond with a realignment of its own, offering one hundred stations as a basic sale with four hundred free. To defend, ABC retaliates with an increased number of free stations. Then, NBC is forced to respond again. During all of this, your advertising agency stands gleefully and blamelessly alongside, urging everybody on. The end of such a war can only be disaster for everyone. The disrespect can be expected to extend immediately into local advertising.

Liberty operates on the theory that while some stations should command a larger price than others, every station which delivers an audience deserves compensation in direct proportion to the amount of the audience delivered. No station should ever be offered to an advertiser free.

I have been discussing NBC's "Suicide First" plan as it concerns the future of the radio broadcasting industry in general.

LET ME NOW LOOK AT HOW THE NBC PLAN WILL AFFECT YOUR STATION SPECIFICALLY.

I have already said that I had no fear for Liberty's future even should NBC be able to deceive all or one of the twenty-five Liberty stations they have reportedly earmarked for destruction. Indeed, I expect to lose a few Liberty affiliates to NBC under this new NBC plan, affiliates who will be lured into the quicksand by those historic call letters that used to represent the greatest network on earth. To expect that none of our Liberty affiliates will succumb to the glamour and the prestige of the letters NBC is expecting a little too much of human nature.

If you are now or do become a bonus station to any network, particularly NBC under its new plan, you have struck a blow against your own industry but more important than that you will discover that you have made a serious mistake.

Any station joining this new plan is a sucker.

Why?

For years and years, smaller market network and independent stations have struggled and strangled under the garroting pressure of the high-powered city stations. All of us who have operated small-market stations have bemoaned the fact that national advertisers refused to recognize the fact that, for instance, the people in Tyler, Texas, by and large listened to the Tyler station and not to the fifty-thousand watter in Dallas. Yet we suffered through the years when these national advertisers would not even let us get in their doors, when their only thought was the power station.

Now, just within the last two years, national advertisers have recognized what you and I always knew: That the local station had the listeners. And, ever alert to any fact over ten years old, NBC has also now recognized this situation. It has further recognized the fact that its power stations, most of them in television markets, are not as salable as they used to be. Much of the national advertiser's attention, for the first time, is being diverted to the smaller markets.

All credit to NBC for its reaction. I never knew any network could have such unmitigated nerve.

NBC is calling on the smaller market station to save the big stations which have so long fought to kill the small stations with their Clear-Channel lobby and other such devices. For example, NBC may call on the station in Tyler, Texas, who has been so long snubbed, and ask him if he will not help to raise the rate for the big Dallas station by allowing himself to be given away. At the moment when the small station is becoming valuable for the first time, he is asked to give himself away to protect the big stations against attack. I believe this to be the greatest irony in the history of radio.

That's the picture: NBC is having trouble selling its power stations because advertisers are finally taking cognizance of the audience long held by smaller surrounding markets. So, NBC attempts to make a lemon into lemonade. It decides that it will simply absorb the smaller markets—not only for free, but to use these suckers to get a boost in rate for the suffering power station. Now the advertiser can be told once again that he need not take any notice of the small markets. Forget them again. We have the problem solved. We can give them to you free as a bonus to the power stations. I can't help but think that the NBC time salesman who presents this story simply must have a smile on his face when he does so. Here for years the small city station struggles for recognition and national advertising dollars and when he is about to get them, NBC suddenly suckers him into giving it all up and becoming a gratuitous servant for the power station which has ridiculed him for so many summers.

And what does the small city station receive for being a sucker? Well, he is now a "Premium" station. That's a fancy word for a bonus station—one which gives up everything and takes nothing. He is entitled to tell everybody now that he is being offered as a free bonus to his big city neighbor and that by NBC's own admission he does not deliver a sufficiently valuable audience to justify a network rate. But this is not all the advantage he gets. He also receives the right to option almost every minute of his salable time to NBC. But don't go away. You haven't heard half of it. He is going to be given the right to give away approximately *four hours a day* free to NBC. But there's still another benefit. He's going to get some spot announcements from NBC to sell with the agreement that he pay NBC for each announcement sold.

AND NOW FOR THE PAYOFF.

Naturally, nobody could be expected to give away as much as NBC is giving away without expecting some compensation. So, just to top it all off, NBC asks an affiliation fee of its premium stations.

Now that you have heard the proposition, boys, the line forms to the right.

Come on and sign, suckers.

Yours sincerely,

Gordon B McLendon

Gordon B. McLendon
President
Liberty Broadcasting System

AD EFFECTIVENESS

Told ACA by Schwerin

IF CANADIAN advertisers and broadcasters "avoid the mistakes of many of their compeers in the United States and refuse to panic as soon as television looms on the scene," they will preserve "their excellent reputation for using radio realistically and effectively," Horace Schwerin, New York, told the Association of Canadian Advertisers, at its fall conference at the Mount Royal Hotel, Montreal, on Nov. 2.

The Schwerin Research Corp. head pointed out that a number of major sponsors in the U. S. who "did not fall victims to the general error," are "today actually getting more potential customers to remember and believe their radio advertising than was the case before TV entered the picture."

Mr. Schwerin

They are doing this, he added, by using research to increase the efficiency of their commercials and place those commercials in the proper vehicles.

Mr. Schwerin illustrated his point with case histories from his organization's studies of listeners' reactions to more than 2,500 commercials. In the case of one leading advertiser, he showed, the program which had the largest listening audience cost nearly six times as much to attract each extra customer for the product as did another program with an audience less than half as large, due to greater remembrance and belief achieved by the latter show's commercials.

"We have found that many programs with modest-sized audiences provide a more favorable climate for listener acceptance of product claims than do shows with far larger audiences," Mr. Schwerin said.

Program Attraction

"A program can produce this favorable climate in two ways," he noted. "First, it can attract those listeners who are the primary prospects for the product. Second, it can have a mood with which the commercials for a particular product can readily be blended."

In this connection, he cited the experience of one drug advertiser whose commercials when presented on a daytime serial won 81% more remembrance and belief than on a news program and 65% more remembrance and belief than on a panel quiz show.

With research knowledge advanced to the point "where the effectiveness of program plus commercials can be assessed," Mr. Schwerin added, sponsors who "know how to use research as one of their tools for the systematic utilization of radio" were able to take advent of big-time television in their stride.

"They did not make the error of assuming that the largest dollar expenditure would alone buy the most customers. They have calmly evaluated both radio and video shows in terms of how well these fit into their overall advertising strategy. They are continuing to employ radio, more effectively than ever before, and they employ television too, but wisely and methodically," he related.

Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto, discussed radio's relation to the advertising dollar in 1952 in a symposium Nov. 1 in which representatives of all media took part. This followed a luncheon address on "What has Happened to the Advertising Dollar?" by Mark Napier, managing director of J. Walter Thompson Co., Toronto.

The two day session was well attended by eastern Canadian advertising executives and included among its speakers: Fred J. Otterbein, president of General Foods, Toronto; Earle Ludgin, Chicago; R. E. Jones, advertising manager, Colgate-Palmolive-Peet Co., Toronto; J. J. McGill, Tuckett Ltd., Hamilton, Ont.; Dr. Murray Banks, New York; and Dr. Claude Robinson, Gallup & Robinson, Princeton.

CANADIAN TV

Further Delays Seen

DIFFICULTY in getting steel for the towers of the proposed Canadian Broadcasting Corp. TV stations at Toronto and Montreal is likely to delay operation of Canada's first TV stations at least another six months. The Toronto outlet was to have been ready to go on the air in January after several earlier postponements.

Unofficial word from CBS sources now points to June for the Toronto outlet and probably the end of 1952 for the Montreal outlet. Latter was to have been ready by next spring. Building of studios and transmitters at both Toronto and Montreal is going ahead, although far behind schedule.

Avoids Jamming

AUTHORITY for the Bavarian radio to deviate from its 800 kc frequency in order to circumvent jamming from Soviet zone transmitters has been given by the Office of the U. S. High Commissioner in Germany. Jamming began Oct. 4 [B•T, Oct. 29].

NBC NEWSCASTER Leon Pearson (l reminisces with James Byrnes, former Secretary of State and present governor of South Carolina. Mr. Pearson was in South Carolina as the guest of WIS Columbia, which was celebrating 20 years' affiliation with NBC.

'PARADOXES'

Shown in Iowa Study

ASSUMPTION that there is a direct relationship between the number of program types offered and the expressed preference of listeners for certain programming fare is discounted in a survey of "listener likes" conducted at the U. of Iowa.

D. Glenn Starlin, now radio director at the U. of Oregon, who made the study last year, came up with these findings on the basis of a study of radio fare in Iowa from November 1943 to February 1949:

- **The more you listen to a certain type program, the less likely you are to choose it as a best-liked program type.**
- **The less you listen, the more likely you are to choose it as the best-liked program type.**
- **"Listeners would not learn to like 'educational' programs better if commercial broadcasters offered more programs of this nature."**
- **The large number of serial or "soap opera" dramas on the air has not "trained" people to like them.**

Purpose of Mr. Starlin's study was to determine the interrelation of radio fare with listeners' preferences. He said he interviewed over 68,000 listeners and tabulated over 217,500 quarter-hours of programs of Iowa and adjoining stations during the base period. Only in rare instances of program types, he said, did program offerings catch up with listener preferences.

Mr. Starlin said his data stemmed from tabulated program offerings properly weighted in terms of station share-of-audience for "program-heard" ratings. Latter yearly ratings were then compared with "program preference" ratings reported in Iowa radio audience surveys in an attempt to evaluate the influence on listeners' preferences.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

1050 AM
WWGP
105.5 fm

SORRY
SOLD OUT!

Both Local
and
National

TILL JAN. 1, 1952

FOR PENNIES IN '52
WE'LL BRING DOLLARS
BACK TO YOU

CALL OR WRITE

WWGP

SANFORD
IN THE HEART OF
NORTH CAROLINA

EARL L. BOYLES, GENERAL MANAGER

NOVEMBER 5, 1951

TELECASTING

(advt.)

WHAT'S THE STORY?

--let Billboard tell it!

"As competition for National Broadcasting Company's Berle and Columbia Broadcasting System's Sinatra, Du Mont has pulled a very smart switch, via two of the most literate programs on TV today—'What's the Story', a newspaperman panel show, followed by 'Keep Posted', interview show."

—BILLBOARD, Oct. 27, 1951

What's The Story? is the exciting, new television program based on the news that made the headlines yesterday—and today. A fascinating game which pits the wits and memories of four members of the working press against the viewer's challenge of What's The Story?, suggested in the clues supplied by moderator Walter Kiernan or dramatized before the cameras—

What's The Story

is presented

each Tuesday at 8 P.M. (EST)

on the

DU MONT

Television Network

A DIVISION OF ALLEN B. DU MONT LABORATORIES, INC. • 515 MADISON AVENUE • NEW YORK 22, N. Y. • MUrray Hill 8-2600

Lawyers, judges hand down big sales decision in

MIAMI!

WTVJ

RUFFE JAL-O-SEE, INC.

Ruffe Jal-O-See, Inc., manufacturers of aluminum jalousies, recently renewed 26-week contract for "Law of the Land", 15-minute panel show, Wednesday nights. Panel is composed of prominent local lawyers and judges who give opinions on legal questions sent in by viewers.

C. E. Grentner, Jr., sales manager, reports that "Law of the Land" has increased the percentage of people familiar with the product from approximately 30% to 75%, that it has doubled the number of sales leads received on the day after the telecast, and that each television dollar produces greater returns than any other dollar in the advertising budget.

OLIN'S, INCORPORATED

Olin's, Incorporated, used car dealers, sponsored one routine Friday night boxing match, 10 to 10:45 p.m.

Customers started arriving at 7 a.m. the following morning — two hours before regular opening. Sales for Saturday and Sunday came to 49 cars, as compared with 24 on average weekend with normal promotion.

Will continue telecasts.

REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!

For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

•

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

ational Press Bldg.
ashington 4, D. C.

NOVEMBER 5, 1951

BROADCASTING • TELECASTING

TELECASTING

THAW DUE IN FEBRUARY

Grants May Start April 1

By EARL B. ABRAMS

STRONG indications that the FCC is modifying its approach to overall TV allocations and will use a portion of the 18 "flexibility channels" heretofore held in reserve to accommodate more stations in more major markets, were given last week.

In a series of developments and public statements by FCC officials, these clear trends were discerned:

1. The freeze is due to be thawed between Feb. 1 and March 1.
2. There may be 50 to 80 new construction permits authorized by mid-July.
3. The multiple ownership "ceiling" of five stations to a single licensee may be boosted to include perhaps two or three UHF assignments.

FCC Chairman Wayne Coy made the earlier prediction in a speech to NARTB District 5 members in St. Petersburg, Fla. (see story page 27). Comr. George Sterling said "late in February or early in March" in a speech to members of the Armed Forces Communications Assn. in New York (see story page 85).

When grants will begin to be made again—there have not been any since Sept. 30, 1948—seems more certain.

Both Comrs. Coy and Sterling and Broadcast Bureau Chief Curtis B. Plummer mentioned April 1 as the date when grants could begin to be made again. Mr. Plummer made his prediction in a panel discussion before the Transmitter Division of the Radio-Television Manufacturers Assn. in Washington.

500 More Expected

That would seem to make sense. If the freeze is ended in February, the Commission has promised "a reasonable time" for new applications to be filed—some 500 are expected to be added to the 450 on hand, according to Mr. Plummer. Allowing 60 days for this purpose—a majority of applications already on file will have to be amended too—that would fix April 1 as the day when the FCC can start issuing grants.

Chairman Coy moderately stated that only "a handful of new TV stations [might be] on the air in 1952," and ventured that there would be "not too many in 1953."

Sombre note was the warning sounded by E. T. Morris, chief of the top level Electronics Production Board and director of the National Production Authority Electronics Products Division.

Mr. Morris, former Westinghouse executive, didn't see any stations starting on the air until the first quarter of 1953, with about 80 new stations by the middle of that year, he told engineers and guests at the same RTMA meeting at which Mr. Plummer spoke.

He warned that 80 new stations would mean a heavy drain on construction materials as well as on critical steel, copper and aluminum for station transmitters and associated equipment.

Just how far TV station operators would get with the 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum they are now able to "self-authorize" [B•T, Oct. 29] is conjectural.

Air of quiet optimism pervading members of the FCC staff working on TV allocations seems to bear out predictions on when the freeze is going to be lifted.

Cheery outlook is compounded of a number of developments—not the least of which being the work of the 15-man task force of attorneys, engineers and economists working on the more than 1300 filings in the "paper" allocations.

As one of them said the other day, "There are more days recently when I feel pretty confident about getting out from under this load than days I don't."

According to the best information, the more arduous work is due to be completed Nov. 12, when the last of the rebuttal pleadings are filed. Filings after Nov. 12—Nov. 26 is the deadline for all pleadings—will mainly concern a small legal staff, since they will deal solely with such matters as motions, exceptions, etc.

Smooth Functioning

Another reason for the subdued jubilation among task force members is that almost without exception the Commission has been in general agreement deciding various policy problems during the past few weeks. What has impressed Commissioners and staff workers alike is that no controversy among Commissioners has arisen thus far.

It is no secret that facets of the allocations proceedings have been presented to the Commission and discussed by them for the last month or more. It is believed that if this practice is continued, the final decision by the Commission should not take overlong.

A final indication that the optimism at staff level may not be misplaced is the fact that processing of applications has been going on right along—they have not been thrown into the pending file willy-nilly. Though far from the regular investigation of applications, the processing has given the staff the feeling that its head is above water.

At the moment the processing of applications has ceased, since most of the experts are poring over the allocations filings. But when staff members are freed from their current allocations job, processing will be resumed.

Some idea of how the FCC hopes to get TV service going again

(Continued on page 88)

NEW TV STARTS IN '53

Says NPA's Morris

NEW television stations will start taking the air in the first quarter of 1953, with possibly 80 stations operating by mid-'53, in the opinion of E. T. Morris, chief of Electronics Production Board and director of the Electronics Division, National Production Authority.

Addressing a panel discussion on 1952 electronics prospects, staged Thursday by Radio-Television Mfrs. Assn. Transmitter Section at the Wardman Park Hotel, Washington, Mr. Morris predicted 2,500,000 additional TV homes will be receiving service from new stations by mid-'53. He based his estimate on lifting of the freeze next spring by FCC.

Curtis B. Plummer, chief of the FCC Broadcast Bureau, estimated the FCC will start processing TV applications next April, with 50 to 80 station grants issued by mid-July (see freeze story this page). This prediction was based on a $600,000 budget request. First grants will be in cities under 50,000, he said. Where there are more applicants than channels in such cities as Portland, Ore., and Denver, there necessarily will be procedural delays, he said.

Opening of possibly 80 new markets, mostly single-station, Mr. Morris predicted, will create an over-night demand for construction materials, transmitting and studio equipment, TV receivers and antennas, installation materials, servicemen's equipment, stocks of replacement parts and tubes.

New Jobs Seen

At the same time new jobs will be provided for servicemen, engineers, technicians, salesmen, actors and entertainers, he said.

Taking Mr. Plummer's prediction of 80 potential construction permits by next July, Mr. Morris said it takes 9-12 months for a TV station to go on the air after a CP has been granted by FCC, though time can be saved by ordering equipment in anticipation of a grant.

With an average "lead time" of 10 months between time of grant and actual operation of a TV station, he said there will be "very few, if any" new stations on the air by Jan. 1, 1953. While the manufacturing cycle for transmitting equipment is six to nine months, manufacturers may be able to beat this time since some equipment is already in stock and other is being manufactured in anticipation of the freeze lifting.

Mr. Plummer said there are 1,302 pleadings in the FCC's current TV "paper hearing," which ends about Dec. 1. A lot of people are reading these pleadings, he said. Another 60 days will be needed to amend applications, with processing to start April 1. He called this schedule "optimistic."

Some 450 TV applications are now on file for about 150 markets, with 500 more likely to be filed in the three months after next April 1. In about a third of cases there are more applicants than available channels, he said.

Shortage of engineers and hear-

(Continued on page 94)

REWRITE CODE? Multiple Problems Mulled

By J. FRANK BEATTY

NARTB'S Television Code, hastily processed in the heat of governmental pressure, faces serious rewriting as the full impact of its penal provisions becomes apparent.

Prospect developed last week that discovery of loopholes in the code might delay final adoption by the TV board at its Dec. 5-7 meeting in Washington.

As text of the code came under scrutiny (only existing copy is that published in the Oct. 22 BROADCASTING • TELECASTING), belief spread that the job had been done too rapidly and without the benefit of advance analysis by TV stations. (See code views of FCC Chairman Wayne Coy, page 27).

A number of Washington radio attorneys informed BROADCASTING • TELECASTING they could not advise their clients to subscribe to the code as it now stands. They contend its penal provisions jeopardize million-dollar properties without due protective rights and they warn of anti-trust perils as well as danger of FCC reprisals.

Possible Effects Cited

Among principal objections are:

- Sets up "kangaroo court" of businessmen with life or death power over competitive stations.
- Invites gossip columnists, organizations, prejudiced interests to file complaints.
- Withdrawal of seal would be tantamount to loss of station license.
- Sets up minimum standards based on general platitudes.
- Mere filing of a charge against a station would cast a blight on it.
- Involves serious antitrust dangers jeopardizing the status of stations and applications before the FCC.
- Was approved in principle by stations without chance to consider its provisions.
- Denies basic American principles of property rights.
- Places "good" operators at disadvantages.
- Puts TV board members in impossible position as judges over fellow telecasters.
- Penal clause covers only "programming," with absolutely no mention of "advertising" or "commercial" violations.

The last-named objection, not hitherto mentioned in open discussion of the code, will bring down additional wrath on telecasters, already jumpy because of Congressional and FCC attitudes, some observers contended last week.

In other words, a station cited for violation of an advertising clause in the code would quickly demur on the ground the penal section specifically mentions programming without any reference to commercial practices.

Experience in radio codes during the last three decades shows that most discussion of violations centers around the advertising language rather than the sections dealing with good taste, obscenity and other aspects of programs.

NARTB headquarters officials have been informed of these objections and are rewriting portions of the TV code for the December board meeting.

Some observers, particularly in the legal field where protection of a station's rights is the basic consideration, believe the objections to the present version of the TV code are so fundamental that the whole matter should be reopened for careful industry study.

Narcotics Official Objects

Objection to the code's narcotics provision was made last week by H. J. Anslinger, U. S. Commissioner of Narcotics, Treasury Dept. Writing to Guilford S. Jameson, Washington radio attorney and former president of the FCC Bar Assn., Mr. Anslinger said he had read the narcotics paragraph in the Oct. 22 BROADCASTING• TELECASTING.

As now written, the narcotics clause says: "Drunkenness and narcotic addiction are never presented as desirable or prevalent."

Commissioner Anslinger recalled the motion picture industry's code had been relaxed to permit production of a movie with a smuggling sequence, bringing a storm of public protest. The Motion Picture Assn. of America reinstated a prohibition against showing of illegal narcotic traffic or drug addiction "in any form," he explained, adding, "This would seem to be a wise policy for television rather than the vague provision which was included in their code.

Mr. Jameson wrote Robert D. Swezey, WDSU-TV New Orleans, chairman of the TV code committee, urging that this clause be strengthened. Recalling that the movie goer can avoid contact with narotic films by staying away, Mr. Jameson said, "It is obvious that the rapid change of pace in television program content also makes it well nigh impossible for the viewer to anticipate or have notice in advance of the type of program that is forthcoming in time to protect himself or others from it by avoiding a particular program."

An example of voluntary adherence to principles of the TV code developed last week when WWJ-TV Detroit banned lyrics of two popular songs and blacked out a network program. WWJ-TV interrupted the playing of "Sweet Violets" during the Wayne King show Oct. 25, showing a placard stating the song was omitted "in the interest of good taste." Harry Bannister, WWJ-AM-FM-TV general manager, said the ban was imposed in accordance with the station's own code, adopted in 1947. Another song, "I Get Ideas," also was barred by the station.

Much Legal Concern

Radio attorneys are greatly concerned over the NARTB's television code as now written, according to a check made last week.

Because of the lack of protection in the penal provisions, some attorneys believe a station would be better off not to sign the code. It could then do a creditable public service job without running danger of having its property confiscated, in effect, by a tribunal of telecasters not familiar with principles of fair trials.

The fact that a station was cited for a code violation might lead to license revocation proceedings at the FCC, it was suggested, with FCC perhaps subpoenaing NARTB records and files.

Extremely harsh criticism was voiced of the loose hearing procedure outlined in the code. Among

(Continued on page 113)

CIVIL DEFENSE Plans More Theatre TV

ENCOURAGED by the success of the fledgling venture into closed circuit theatre TV, federal officials are mapping plans for a second such demonstration of civil defense training techniques.

So effective was the first showing in four eastern cities last month [B•T, Sept. 24, 10] that the Federal Civil Defense Administration hopes to conduct a similar project in the New England area in the near future. Target date is mid-December, with cities and theatres yet to be selected.

The results of the initial effort and the economy of using theatre TV as a mass instruction weapon have prompted a speedup in plans which envision a blanketing of all U. S. cities now equipped—or earmarked—for theatre television.

Inherent in the blueprint for mass instruction in a comparatively short time is a closed circuit network of theatres in key cities. Civil defense volunteers could in time be trained on a coast-to-coast basis, it is felt.

Movie houses are donating their theatres without charge. It is estimated that the entire project could be completed for as little as $5,000. It is understood that AT&T is supplying coaxial cable facilities at a minimum of 15 cents per mile.

The New England showing probably will originate in Boston, though this was not definite last week. Providence and other cities (perhaps New Haven or Hartford, Conn.) are expected to participate in the project.

New England demonstrations will be both "live" and film with stress on civil defense welfare services and training techniques. Results and reactions of volunteers will be catalogued by the FCDA during and after the one-hour showing.

The first closed circuit theatre video effort was held Sept. 15 in Washington, Baltimore, Philadelphia and New York.

Question and answer sessions are planned with questionnaires distributed for the New England project. Grass roots approach, with federal officials talking directly to voluteers, is hailed by the agency as an effective means of enabling the govenment to train some 15 million workers in short order. Local instructions in each theatre will supplement the government phase.

Azine, Lapin Produce

Theatre TV programs are produced by Harold Azine, chief of the FCDA TV Branch, and his assistant, Al Lapin. The experiments are made possible through funds provided for the agency's public media and training activities. United Paramount Theatres and Theatre Network Television are cooperating.

FCDA officials point out that anywhere from 50 to 100 cities may be equipped with theatre TV by the end of 1952. It is held conceivable that, once theatre video materializes on a blanket scale, millions of civil defense recruits could be trained from coast to coast, with different TV stations serving as originating outlets for successive demonstrations on varied topics. During the first experiment, 11,000 workers were instructed.

Over 15 cities now have theatres equipped for closed circuit video.

FCDA also is moving ahead with film production as part of its public education activities. One plan involves a series of five or six CD films to be made available to TV stations and state groups as a package. Each is good for one free showing by individual television stations, with an extra charge levied for subsequent showings. Each is to be available singly.

Now in the mill is a new film, *Duck and Cover*, designed especially for children in the lower school grades. The film, to run 20 or 30 minutes, will be richly animated, with Bert the Turtle as chief actor. Short was prepared with the cooperation of the National Education Assn. and is being produced by Archer Productions, New York, for mid-November release.

The package series includes, in addition to *Duck and Cover*, these films: *Survival Under Atomic Attack, What You Should Know About Biological Warfare, Fire-Fighting for Householders,* and *Our Cities Must Fight* [B•T, Oct. 22].

here's a fellow with more than fantasy...

...and you can put him to work right now

Jack Gould called the Kuklapolitans "a most charming and heart-warming excursion into pure make-believe." But beyond that, Kukla Fran and Ollie can serve you with coldly realistic selling which will warm the cockles of your treasurer's heart. To wit...

big family audience
...seen by over 4 million viewers daily, over half of them adult.

long station line-up
...over 40 cream TV market areas representing 72% of all TV homes

low program cost
...less than one-third the cost of an average evening half-hour show

low cost-per-thousand
...as low as $1.28 per commercial minute

Write, wire, or phone your nearest NBC-TV representative today for full information on availabilities.

NBC *television*

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY				MONDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
6:00 PM	Swanson Gen. Mills (alt. wks.) Ted Mack Family Hour L	*Out There*		General Foods Hopalong Cassidy F				
6:15								
6:30		Ronson Star of Family Hayes & Healy			Kellogg Space Cadet L			
6:45								
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show		Chesterfield Show Liggett & Myers Tobacco			General Foods Capt. Video	RCA Kukla, Fran & Ollie
7:15								
7:30	TBA	American Tobacco This Is Show Business		General Foods Young Mr. Button	Ironrite Hollywood Screen Test L	GM-Oldsmobile News		Mohawk Mohawk Show Room
7:45						Chesterfield Perry Como		Camel News Caravan L
8:00	*Film Admission Free*	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour	Seiberling The Amazing Mr. Malone Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre	*Stage Entrance Earl Wilson*	Speidel P. Winchell J. Mahoney
8:15								
8:30			*Pentagon—Washington*		*Life Begins At 80* L	Lever-Lipton Godfrey's Talent Scouts	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45								
9:00	*Film*	General Electric Fred Waring	Clorets Chlorophyll Gum Rockey King Detective	Philco Corp. Philco TV Playhouse	*Paul Dixon Show* L	P. Morris I Love Lucy	Co-op Wrestling with Dennis James	Admiral Lights Out L
9:15								
9:30	*Marshall Plan* F		Larus & Bro. Co. Plainclothes Man			General Foods Sanka It's News To Me		Bymart S. Maugham Theatre alt. with American Tobacco Co Robert Montgomery
9:45								
10:00	B. Graham Evan. Assn Hour of Decision F	B.F. Goodrich Celebrity Time	Crawford Clothes They Stand Accused	P&G Red Skelton Show L	*Bill Gwinn Show* K	Westinghouse Studio One		
10:15								
10:30	Young People's Church Youth on the March L	Jules Montenier What's My Line		Regent Cigs. Leave It to the Girls L	Co-op Studs' Place L			Co-op Who Said That L
10:45								
11:00		Norwich Sunday News Spec.				Longines Chronoscope		
11:15 PM								

	TUESDAY				WEDN DAY		
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMON
6:00 PM							
6:15							
6:30					Kellogg Space Cadet L		
6:45							
7:00			General Foods Capt. Video	P&G Kukla, Fran & Ollie			General Foods Capt. Video
7:15							
7:30	P&G Beulah F	GM-Oldsmobile News		Van Camp Little Show	Bendix Chance of a Lifetime L	GM-Oldsmobile News	
7:45		Fatima Stork Club		Camel News Caravan L		Chesterfie Perry Com	*Stage Entrance*
8:00	Mogen-David Wine Chas. Wild Private Detective L	Ekco Prodts. Frank Sinatra	*What's The Story*	Texas Oil Co. Texaco Star Theatre	*Paul Dixon* L	Pillsbury Toni (alt Godfrey & His Frien	
8:15		*Frank Sinatra Show*					
8:30	*How Did You Get That Way?* (L-F)		Curtis Publishing Co. Keep Posted			Liggett & Myers Godfrey & His Frien	
8:45							
9:00	*United—Or Not* L	Schick Inc. Crime Syndicated	Drug Store TV Prod. Cosmopolitan Theatre	P&G Fireside Theatre	Philco D. McNeill Murray Prds Murray Shw (alt. wks.) L	Colgate Strike It Rich	Mme. i Tson
9:15							
9:30	*On Trial* L	Electric Auto-Lite Suspense		Armstrong Circle Theatre L	Rhodes Pharmacy The Clock L	P. Lorillard The Web	*hadow o he Clock*
9:45							
10:00	*Crusade In The Pacific* (L-F)	Block Drug Danger	Co-op Hands of Destiny	P. Lorillard Original Amateur Hour L	Celanese Corp. Celanese Theatre (alt. wks.) L Film—Cross Roads L	Pabst Sales Co Pabst Blue Ribbon Bouts	
10:15							
10:30	*Chicago Symphony* L						
10:45						General Cigar Sports Sp	
11:00				*Nick Kenny Show* L	Co-op Wrestling L	Longines Chrono-scope	
11:15 PM							

	SUNDAY				MONDAY - FRIDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
9:00 AM								
9:15								
9:30								
9:45								
10:00								
10:15								
10:30								
10:45								
11:00								
11:15								
11:30	*Soup Box Theatre* K				*Dennis James Show* L	C-P-P (MWF) Strike It Rich		
11:45								
12:00 N	R. Joe Inc. Ranger Joe L				Cory Corp. Clicquot Warner-Hudnut Ameche-Langford L	*Egg & I*	*For Your Information H. F. Keane*	Prtcpting. Sponsors Ruth Lyons' 50 Club L
12:15 PM	*Film The Magic Screen*					Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
12:30	Voice of Prophecy Faith For Today L	National Carbon Co. Take Another Look	Walter H. Johnson Candy Co. Flying Tigers			P&G Search for Tomorrow	*Take the Break with Don Russell*	*Vacation Wonderlands*
12:45						*Steve Allen*		
1:00		*Take Another Look*		*Frontiers of Faith* L	(See Footnote)		Premier Products Rumpus Room with Johnny Olsen	
1:15						P&G T.&Th. Steve Allen		

	SATURDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Hollywood Candy Co. Hollywood Junior Circus L			
10:45				
11:00	Bristol-Myers Foodini F	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	
11:15	Sun Dial Foodini F			
11:30	McKesson & Robbins A Date with Judy L	Brown Shoe Smilin' Ed McConnell		
11:45				
12:00 N	General Mills Betty Crocker Star Time L	National Dairy The Big Top		*Rootie Kazootie* L
12:15 PM				
12:30	Carter Prods (alt. wks.) L Cty Hospital Personal Appearance Theatre F			
12:45				
1:00				
1:15				

	SU	
	ABC	CBS
1:30 PM		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		*United Nations* F-L arts 11,
3:15		
3:30		e It No arts 11- Alcoa Alum. C arts 12
3:45		
4:00		*amp U My Fee*
4:15	*Scouting in Actio* F	
4:30	Ralston Space Patrol (alt.) F	*What i he Worl*
4:45		
5:00	Canada D Super Circ Peter Sho M&M (alt) L	*Man o he Wee*
5:15		
5:30		*CBS Ne*
5:45 PM		Hall Bro Sarah Churchi

EV ING

WEDN DAY CBS	DuMONT	NBC	THURSDAY ABC	CBS	DuMONT	NBC	FRIDAY ABC	CBS	DuMONT	NBC	SATURDAY ABC	CBS	DuMONT	NBC	
														Saturday Stage Coach L.	6:00 PM
												The Big Question			6:15
							Kellogg Space Cadet L.				Anthracite Int. Better Home Show L			*Mr. Wizard* L	6:30
												CBS News			6:45
	General Foods Capt. Video	National Biscuit Co. Kukla, Fran & Ollie			General Foods Capt. Video	Time Kukla, Fran & Ollie			General Foods Capt. Video	P&G Kukla, Fran & Ollie	*The Ruggles* K	Lambert Pharmacal The Sammy Kaye Show		TBA	7:00
															7:15
GM-Oldsmobil News		Mohawk Mohawk Show Room	General Mills Lone Ranger F	GM-Oldsmobile News		Van Camp Little Show	Green Giant Linkletter F Brown Shoe	GM-Oldsmobile News		Mohawk Mohawk Show Room	*The Jerry Colonna Show* K	Sylvania Beat The Clock		Manhattan Soap One Man's Family	7:30
Chesterfie Perry Com	*Stage Entrance*	Camel News Caravan L.		Fatima Stork Club		Camel News Caravan L.	Say It With Acting (alt.) L.	Chesterfield Perry Como		Camel News Caravan L.					7:45
Pillsbury Toni (alt Godfrey & His Friend		Reynolds Metals B.T. Babbitt Congoleum-Nairn, Norge Kate Smith	Prom. Prods H. Bishop (alt.) L. Stop The Music	Carnation Burns Allen (alt.) S.C.Johnson Garry Moore	*Georgetown University Forum*	DeSoto-Plymouth Groucho Marx F	Sterling Mystery Theatre F	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	TBA	Nash-Kelvinator Co. Whiteman TV Teen Club L	Anheuser Busch Budweiser Ken Murray		Snow Crop Pet Milk Kellogg All Star Revue	8:00
															8:15
Liggett & Myers Godfrey & His Friend			Lorillard Stop The Music L.	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L	General Mills Stu Erwin F	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil We, The People					8:30
															8:45
Colgate Strike It Rich	*Mme. Liu Tsong*	Krafts Foods Television Theatre L	Cluett Peabody Herb Shriner L	Esso Kroger Alan Young Show	Kaiser-Frazer Adventures of Ellery Queen	Ford Ford Festival L	Block Drug Crime with Father L	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story	*Harness Racing* L	Pepsi-Cola Faye Emerson		Reynolds S.O.S. Benrus Libby, McNeill & Libby Lehn & Fink Eversharp Your Show of Shows	9:00
															9:15
P. Lorillard The Web	*hadow of e Clock*		Gruen Watch Co. Gruen Theatre F	Lever Rinso Big Town			Kreisler Tales of Tomorrow Bona Fide Versatile L rties. (alt.)			Campbell Aldrich Family		American Safety Razor The Show Goes On	Co-op Wrestling from Chicago Jack Brickhouse		9:30
															9:45
Pabst Sales Co. Pabst Blue Ribbon Bouts		Bristol-Myers Break the Bank L	Jene Sales Paul Dixon L	Philip Morris Racket Squad	Bigelow-Sanford Carpet Co. Bigelow Theatre	U.S. Tobacco Martin Kane	*Dell o' Dell* K	Gen. Mills (alt. wks.) Grove Live Like a Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports		Carter Songs for Sale			10:00
												Songs for Sale			10:15
		Hazel Bishop Freddy Martin	Maslnd Sons At Home Show L	Carter Toni (alt.) Crime Photographer		Standard Oil Wayne King	*Film Industries For America*	Pearson Pharmacal Hollywood Opening Night				Sterling Drug Songs for Sale		American Tobacco Your Hit Parade	10:30
General Cigar Sports Sp			*Carmel Myers* L							Chesebrough Greatest Fights					10:45
Longines Chrono-scope						*TV Opera* (once a month) Nov. 1 L		Longines Chrono-scope			*Song Time* F				11:00
															11:15 PM

AYTIME

SUNDAY ABC	CBS	DuMONT	NBC	MONDAY - FRIDAY ABC	CBS	DuMONT	NBC	SATURDAY ABC	CBS	DuMONT	NBC
			American Inventory L		Best Foods G.E. Hansen's Labs, P&G Qkr. Oats Reynolds Standard Brands Corn Prods. Garry Moore Show				*Football*		General Tire & Rubber Husing F
											Westinghouse NCAA Football (Coast to Coast) L
			Battle Report								
			Bohn Alum. American Forum L		P&G First 100 Years						
					Bride & Groom						
	United Nations F-L Starts 11/18		Johns-Manville Fair Meadows USA L		*Mike & Buff Show*		Colgate Miss Susan				
							Here's Looking At You				
	See It Now Starts 11-18 Alcoa Alum. Co. Starts 12-2		Minn. Mining & Mfg. Juvenile Jury L		*Mel Torme*		(MWF) Gen. Foods Bert Parks (TuTh) G.E. Bill Goodwin				
Scouting in Action F	*Lamp Unto My Feet*		Revere Meet the Press		Aluminum Cooking Ut. Natl. Pr. Ckr. Homemakers Exchange		Participating Sponsors Kate Smith Hour				
Ralston Space Patrol (alt.) F	*What in the World*		*Zoo Parade*								*Football Roundup* L
											TBA
nada D per Cir eter Sho M&M (alt) L	*Man of the Week*		Quaker Oats Gabby Hayes		Longines-Wittnauer Thanksgiving Festival 11-22 only		Lever Hwkns. Falls L				
							Gabby Hayes				
	CBS News		Derby Foods Sky King Thtr., F alternate TBA				Mars, C-P-P Welch, Klog. Int. Shoe Wander Bk. Howdy Ddy. L				*Nature of Things*
	Hall Bros. Sarah Churchill										Mutual Benefit B. Considine

Explanation: Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

ABC

12-1 p.m., Frances Langford-Don Ameche Show sponsored MWF, 12:45-1 p.m. by Warner-Hudnut; Tues. & Thurs., 12:45-1 p.m. by Cory Corp.; Thurs., 12:30-12:45 p.m. by Clicquot Club.

1-1:30 p.m., Tues., Jessie's TV Notebook, (participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

CBS

2:45-3 p.m., Th., Bride & Groom; Hudson Paper Co.

3:30-4 p.m. Sun. 11/11 only; United Nations Film & Live.

6-6:30 p.m., Sat., The Big Question; 11/3 only.

6:30-6:45 p.m., Sat., CBS News; 11/3 only.

NBC

5:15-5:30 p.m., Quaker Oats, M-F; Peter Paul, Th.; Gabby Hayes.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

November 5, 1951 *Copyright 1951*

the audience always returns . . .

. . . to the scene of the crime

. . . when it's solved by

WILLIAM GARGAN

"America's No. 1 Detective"

In the time you take to read this advertisement, private-eye Gargan can be selling your products to a combined NBC-TV and RADIO audience of more than 12 million mystery fans—for less than one-tenth of a cent per prospect! You can swing the whole deal, radio and tv, on a quarterly budget of $150,000 by sharing the cost with two other sponsors. Or, you can buy the radio and tv half-hours separately. Any way you case it, you'll have a sure-fire sales-hit on your hands. Better ask to see a presentation today.

NBC *television* • 30 Rockefeller Plaza, N. Y.

A Service of Radio Corporation of America

OWNERSHIP LIMIT

Sterling Reviews Status

RELAXATION of the five-TV-stations-to-a-customer rule was broached officially for the first time last week by FCC Comr. George E. Sterling, in a speech before a joint meeting of the Armed Forces Communications Assn. and the Atlantic Section of the Institute of Navigation in New York.

In order to insure the acceptance of UHF, Comr. Sterling suggested that the Commission might amend its rules to permit networks to own "two or three" UHF stations "widely distributed in top markets."

Reason for this softening of the five-per-entity rule was explained by Comr. Sterling thusly:

"It is well recognized that a UHF station is at a serious competitive disadvantage getting started unless there is some way of developing a market for receivers. It seems to me that the sooner the networks get into UHF either by ownership or affiliation of stations, the sooner the market will be developed for receivers and converters. Since the Commission has adopted a philosophy of intermixture of VHF and UHF channels in a community then it would seem that intermixture of ownership of stations by networks would insure the future of the UHF band."

The Commission also limits AM stations to seven per entity. FM is limited to six to the same ownership. There is also a proposal permitting more than the limit for AM-FM-TV stations dependent on degrees of ownership.

TV freeze will be ended "sometime in late February or the early part of March 1952," Mr. Sterling said. He held out that no hope for quick action in granting applications due to the number of hearings that will be necessary and the limited number of examiners and staff to process the applications.

Referring to the "hundreds more" applications expected to come into the Commission as soon as the freeze is lifted, Mr. Sterling aptly declared: "The applications will come in a flood but the output will become but a trickle."

Criticizes Delayers

The Maine Commissioner did not hesitate to cite TV laggards.

"For three years following the war there was ample opportunity in which applicants in many cities could have obtained a VHF channel. Nevertheless in some cases the clamor to lift the freeze has come from cities where TV channels were assigned but no one dared to risk the capital. Some holders of construction permits even lost their initial courage when they found that a TV station costs approximately a quarter of a million dollars and that stations on the air were losing money hand over fist and so turned in their authorizations."

A pat on the back for the pioneers followed by Comr. Sterling:

"The public in those areas that have a TV service today should be grateful to those daring entrepreneurs who were willing to risk their capital in this new industry. Once they were up to their necks in red ink, today they are, in many cases, in 'blue chips.' So while the 'have nots' are singing the blues, those that are in, are picking up the chips."

As to future of the CBS field sequential color TV, the former FCC chief engineer doesn't believe it can be counted out entirely by Defense Mobilizer Wilson's edict forbidding the manufacture of color receivers and CBS's concomitant cessation of colorcasting [B•T, Oct. 29, 22].

"I believe that unless CBS throws in the towel," Mr. Sterling said, ". . . . the showdown in color will come when the compatible proproponents demonstrate their system side-by-side with the CBS system on direct view large-size trichromatic tubes."

Referring to the 14,000,000 black-and-white sets already in use, and the fact that manufacturers can continue to make and sell them, Mr. Sterling declared that the task of making the right decision after another color hearing "will be far greater than that which confronted the Commission when it was faced with a decision in 1950 because of the advancements that will take place in the art during the interim while color broadcasting and mass production of color TV receivers take a holiday."

Color Dissenter

Comr. Sterling, with Comr. Hennock, dissented from the now historic FCC decision authorizing the commercialization of the CBS color system in 1950 [B•T, Oct. 16, 1950]. He thought then that the action was premature.

In other portions of his extensive report on TV, Mr. Sterling renewed the idea of satellite TV stations in order to bring TV service to communities unable to afford a regular station. This was first officially recommended by former FCC Chairman Charles R. Denny Jr. in a speech to the NAB convention in Atlantic City in 1947.

Mr. Sterling also called for more UHF research, cited the discovery of 10 unlicensed TV stations during the past year, and applauded the TV Code adopted by the NARTB in Chicago last month [B•T, Oct. 22, et seq.].

W. D. ROGERS Jr. (l), former vice president-general manager of KEYL (TV) San Antonio, meets with George Storer Sr., president of Fort Industry Co. and new owner of the station. Mr. Rogers will remain as vice president. Sale was consummated Oct. 25 in San Antonio.

TV SET OWNERS

'Good Housekeeping' Surveys

WHAT HAPPENS when a family owns a TV set?

To find the answers, *Good Housekeeping* magazine conducted one of its consumer panel surveys and came up last week with these answers, among others:

First, of the 1,403 persons who responded out of the survey group of 1,915 (in a total of 22 TV areas) 57% said they own TV sets.

In every 100 television homes, 14 adults and 28 children watch TV during the morning; 45 adults and 98 children during the afternoon, and 239 adults and 101 children during the evening.

TV is having its effect on both in-home and out-of-home entertainment activities, including radio listening (though no attempt was made to measure the degree of effect except in terms of "less" and "more" or "same.")

The number of TV set owners who do not watch TV at all during the morning or afternoon far exceeds the number who do, and nonwatchers during the evening range from 16% to 24%, depending on what day it is—a finding which gave little support to those who contend that a TV home is, in effect, a non-radio home.

Some 64% of TV-owners said they pay "more" attention to TV commercials than to radio commercials (5% pay less, 28% the same, and 3% did not answer).

A total of 27% of the set owners watch TV commercials "regularly" and 69% "occasionally," while 3% "never" do. The percentage of "regular" watchers of commercials would seem to increase with length of set ownership—23% of those with sets less than six months put themselves into the "regular" category, while the percentage ranged higher in the older groups (28% in the 6-12 month group, 24% in the 12-24 month class, 33% in the 24-36 month category, and 30% in the over-36-month group).

Some 22% spend less time reading magazine advertising.

Asked whether they engaged more, less, or the same in specific entertainment activities since the advent of the TV set in the home, the 799 TV owners responded as follows:

Movies—More 0%; less 70%; same 25%; no answer 5%.

Magazines—More 1%; less 35%; same 60%; no answer 4%.

Newspapers—More 2%; less 9%; same 83%; no answer 6%.

Radio listening—More, less than 1%; less 82%; same 12%; no answer 6%.

Theatre & concerts—More, less than 1%; less 42%; same 48%; no answer 10%.

Attending sports events—More 2%; less 35%; same 50%; no answer 13%.

Entertaining at home — More 21%; less 9%; same 64%; no answer 6%.

Listening to phonograph records —More 3%; less 50%; same 35%; no answer 12%.

Books—More 1%; less 47%; same 47%; no answer 5%.

Going out—More 1%; less 47%; same 47%; no answer 5%.

Playing cards—More 1%; less 40%; same 50%; no answer 9%.

Surveying TV's effects on readership of particular sections of magazines, *Good Housekeeping* got these answers:

Service material (food, children, homemaking, styles, beauty and health) is read more by 5% of the set owners; less by 8%; the same by 79% (8% did not answer).

Articles—More 3%; less 16%; same 69%; no answer 12%.

Features (music, movies, etc.)—More 3%; less 27%; same 57%; no answer 13%.

Fiction—More 1%; less 23%; same 55%; no answer 21%.

Advertising — More 4%; less 22%; same 62%; no answer 12%.

Among those who "never" or "occasionally" look at the commercials, conversation appears to be the most popular way of passing the interlude: 53% said they talk while the commercial is on; 35% leave the room; 11% read; 9% "stretch and walk around the room"; 8% use the time to "perform a task or chore"; while 6% "prepare and/or have refreshments"; 5% "sew, knit, crochet"; 1% "change stations" at this point. Several obviously do more than one thing since the percentages add beyond 100%.

Among those who "never" watch commercials, as distinguished from those who "occasionally" do, none said they change station, relax and close their eyes, or serve refreshments during this period. More of them go out of the room (45%)

(Continued on page 92)

Station
KRLD
TV
DALLAS

Serves
THE LARGEST
TELEVISION
MARKET . .
Southwest
DALLAS
FT· WORTH

Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500

NOW there are
140,808
Television Homes
in KRLD-TV's
Effective
Coverage Area

The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Rorabaugh Report For July-Aug.-Sept.

(Report 188)

N. C. RORABAUGH Co. last week issued the first of its quarterly reports on television advertising, covering the period of July, August and September.

Survey results show that 5,807 sponsors placed 6,041 spot schedules on 101 video stations in 61 markets.

Network spot schedules totaled 242, with NBC's 98 taking the lead in that category. CBS was second with 74, followed by ABC with 53 and DuMont with 17.

The number of national regional spots reached 1,372, with local-retail spots amounting to 4,427.

Four cities were listed as having more than 200 accounts. They were New York, 280; Los Angeles, 270; Chicago, 250, and Philadelphia, 214.

In the product classification breakdown, foods and food chain stores led, accounting for 45 network users and 390 spot users. The classification for beer and wine was second and that for toilet requisites placed third (see table).

PRODUCT CLASSIFICATION BREAKDOWN THIRD QUARTER 1951

Classification	Number of Sponsors Network	Spot	Total
Agricultural & Pet Foods	4	27	31
Automotive (cars, tires, access.)	12	28	40
Beer & Wine	8	147	155
Beverages (non-alcoholic)	12	84	96
Clothing & Access.	14	43	57
Confections	10	37	47
Dairy & Margarine Products	6	64	70
Drugs	14	48	62
Financial	1	10	11
Food & Food Drug Chains	45	390	435
Gasoline & Oils	5	29	34
Household (appliances, furnishings, supplies)	29	102	131
Jewelry, Access., Cameras, etc.	8	18	26
Laundry Soaps, Cleansers, Polishes	26	72	98
Miscellaneous	10	88	98
Publications	4	9	13
Public Utilities	..	14	14
Radios, TV Sets, Phonographs & Access.	8	16	24
Tobacco, Cigarettes & Access.	21	32	53
Toilet Requisites	35	117	152
Transportation	..	28	28

* * *

WBKB Converts Garrick Theatre

FIRST show to originate in Chicago's Garrick Theatre, which is being converted to a TV studio by WBKB (TV), will be a half-hour weekly drama marking the centennial anniversary of Marshall Field & Co., department store. Show is slated to follow the institutional pattern set by the Field news magazine, *PACE*, which has been incorporated as paid matter into newspapers. The program will take the air Jan. 10.

The Garrick is a 1,300-seat movie house which has been closed for more than a year. It is being remodeled by Balaban & Katz, theatre chain which owns WBKB and the Garrick, for origination of television shows as well as movies.

* * *

RCA to Show TV Microscopy

"TELEVISION in Medicine and Biology," a demonstration lecture slated for presentation by Dr. V. K. Zworykin and Leslie Flory of the RCA David Sarnoff Research Center, Princeton, N. J., will be among major features of the Fourth Annual Conference of American Institute of Electrical Engineers on Electronic Instrumention & Nucleonics in Medicine, to be held Jan. 7-8 at the Hotel Commodore, N. Y.

At the demonstration, the audience will see microscopic life—heretofore seen only through the lens of a microscope—transmitted to a television receiver screen, in addition to being shown how ultraviolet rays are used to advantage.

Sign 'Quiz Kids'

SIGNING of *Quiz Kids* to long-term, exclusive contract with CBS Television, was announced last week by Hubbell Robinson Jr., vice president in charge of network programs, CBS Television Division. Show was formerly on NBC-TV.

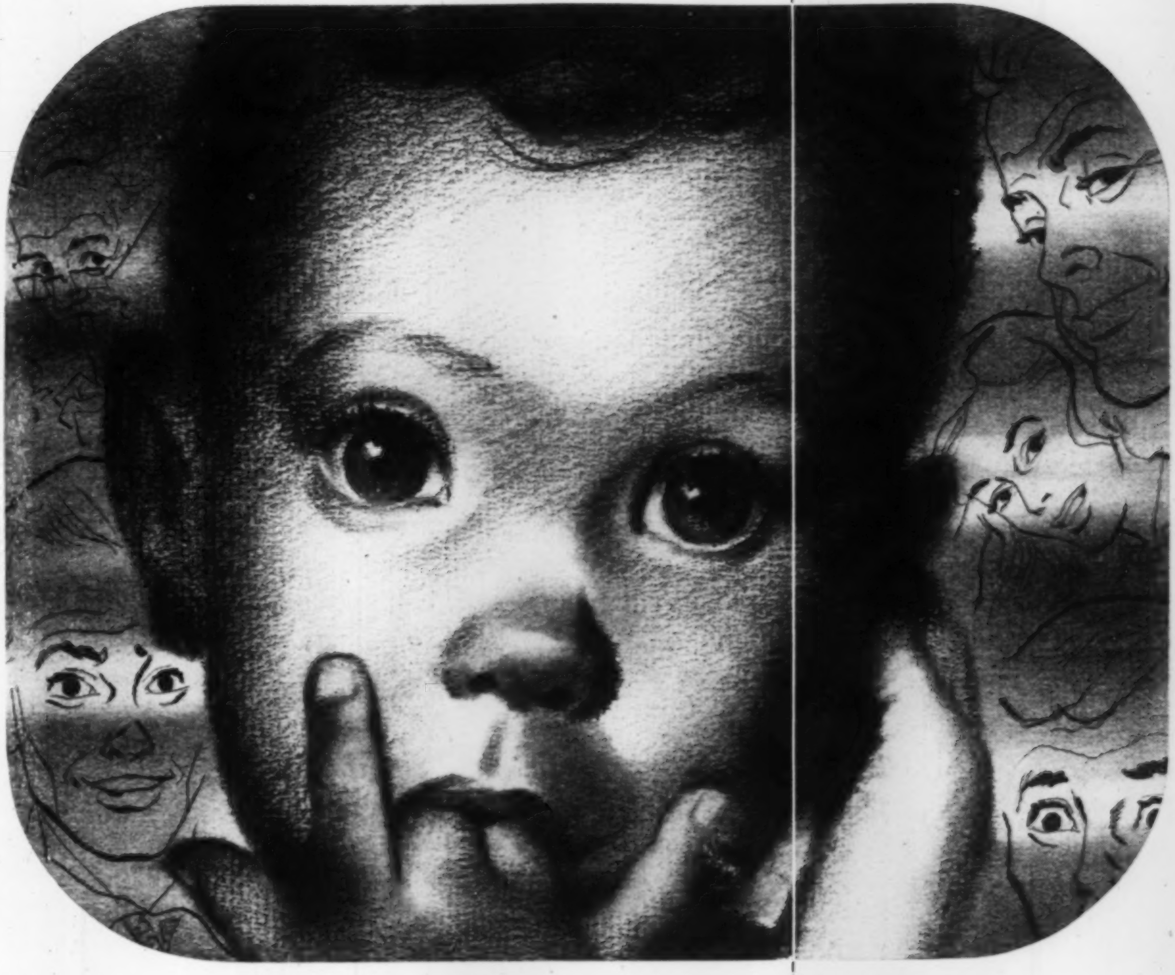
Weekly Television Summary—November 5, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	71,125
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	324,993
Binghamton	WNBF-TV	43,115
Birmingham	WAFM-TV, WBRC-TV	65,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	786,790
Buffalo	WBEN-TV	221,972
Charlotte	WBTV	93,334
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	510,922
Columbus	WBNS-TV, WLWC, WTVN	299,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	140,808
Davenport	WOC-TV	67,805
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	74,375
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	140,808
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	78,463
Houston	KPRC-TV	92,882
Huntington-Charleston	WSAZ-TV	61,161
Indianapolis	WFBM-TV	175,000
Jacksonville	WMBR-TV	42,000
Johnstown	WJAC-TV	112,300
Kalamazoo Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	143,558
Lancaster	WGAL-TV	113,243
Lansing	WJIM-TV	65,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,033,899
Louisville	WAVE-TV, WHAS-TV	109,835
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	10,500
Memphis	WMCT	98,769
Miami	WTVJ	86,300
Milwaukee	WTMJ-TV	266,965
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	43,393
New Haven	WNHC-TV	188,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,550,000
Newark	WATV	
Norfolk	WTAR-TV	81,556
Oklahoma City	WKY-TV	99,955
Omaha	KMTV, WOW-TV	97,060
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	903,000
Phoenix	KPHO-TV	40,100
Pittsburgh	WDTV	342,300
Providence	WJAR-TV	165,000
Richmond	WTVR	95,071
Rochester	WHAM-TV	91,010
Rock Island	WHBF-TV	67,805
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	55,300
San Antonio	KEYL, WOAI-TV	54,946
San Diego	KFMB-TV	111,985
San Francisco	KGO-TV, KPIX, KRON-TV	247,000
Schenectady Albany-Troy	WRGB	172,800
Seattle	KING-TV	99,000
St. Louis	KSD-TV	317,000
Syracuse	WHEN, WSYR-TV	135,630
Toledo	WSPD-TV	127,000
Tulsa	KOTV	89,263
Utica-Rome	WKTV	53,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	288,650
Wilmington	WDEL-TV	80,877

Total Markets on Air 64* **Total Stations on Air 109*** **Estimated Sets in Use 14,153,000**

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



Thousands of brand new eyes can see your product on WSB-TV

This report is directed to time buyers and others responsible for producing sales. A vast and *entirely new* audience in the South has been opened up by WSB-TV. On September 30 WSB-TV began telecasting over Channel 2 with 50 kw. radiated power from the 1062-foot tower. Response was immediate—and terrific. From the Carolinas, Alabama, Florida, Tennessee and deep South Georgia excited reception reports are being verified. Distributors are shipping thousands of sets. Since all characteristics of these powerful facilities are not yet known we temper our enthusiasm. Suffice to say at this time—WSB-TV today offers you the biggest dollar's worth in Southern television history.

Affiliated with The Atlanta Journal-Constitution. Represented by Edw. Petry Co.

wsb·tv

ATLANTA, GEORGIA

Thaw in February

(Continued from page 79)

after the long hiatus—originally imposed because of tropospheric interference—has seeped out of the tightly guarded deliberations.

Among them are:

(1) Use of UHF flexibility channels in instances where the addition of a channel or two may obviate a hearing.

Originally the 18 flexibility channels (782-890 mc) were to be held in reserve for those communities not assigned a frequency in the allocations plan.

Not all flexibility channels will be used, but a substantial number judiciously distributed in the crowded northeastern area of the U. S. could relieve a number of tight spots.

(2) High interest in VHF will be acknowledged by the FCC in two ways, it was learned on good authority.

Where VHF channels can be squeezed in without radically upsetting the allocations, or where a good case is made, another one or two such channels may be allocated to particular cities.

But, on the best of information, mighty few cities will get more than a single, extra VHF channel.

(3) Substantial number of the 168 metropolitan areas as listed by the Census Bureau for April 1950 can be granted TV stations without hearings right after the freeze is lifted and the 60-day grace period for filing new applications is passed.

Factors Involved

This is predicated on a number of assumptions, among them that—

- The FCC continues its policy of lumping all applicants for each city together.
- There will be no differentiation between VHF and UHF applications.
- The acknowledged substantial number of new applications for these top areas to some degree is compensated by the number of presently pending applications sure to be withdrawn when the chips are down.

A BROADCASTING • TELECASTING study of the number of applications pending Oct. 31 in each of the 168 Census Bureau metropolitan areas compared with the number of available channels in those areas (see table) indicates that 73 metropolitan areas have more frequencies available than applications on file, 38 are equal as between available channels and applications and 57 already have more applications than there are available VHF-UHF channels.

What should not be overlooked is the fact that in most of the cities listed above, the addition of just one or two applications means a hearing.

And hearings in TV—with the stake applicants will have in fighting for a grant—may well be lengthy.

This is particularly true due to the paucity of hearing examiners. Only five of the seven FCC examiners are broadcast experts. Both Comrs. Coy and Sterling and Mr. Plummer decried the lack of examiners in their speeches last week. It was stated that the FCC sought $100,000 more in its budget to hire seven additional examiners plus clerical help.

How long would it take for a station to get on the air if it has to go through a hearing?

Under optimum conditions, according to the most reliable information, this is how the timetable would run:

Freeze lifted Feb. 1, 1952.

Then 60 days for the filing of new applications and the amending of those already on file.

That would be April 1, 1952 and hearings could be designated.

Another 30 days must elapse before hearings could begin—that's an FCC regulation. That would mean May 1, 1952.

From the start of a hearing to initial decision by the hearing examiner usually takes six months. That would make it Nov. 1, 1952.

TV franchises being as valuable as they are, there will be exceptions to the initial decision and oral argument before the Commission *en banc*. That would add another six months—or May 1, 1953 when the first final decision could be handed down by the FCC.

Aug. 1, 1953 Possible

Assuming no one goes to court and that the successful applicants have made some moves toward getting equipment, arranging for studio and transmitter space, the first grantees might begin operating about 90 days thereafter—or Aug. 1, 1953.

Whether a grant is made without a hearing or after a hearing, there is one unknown—Korea.

What happens in that "police action" in Asia in the next 18 months will have a lot to do with the availability of materials.

One policy matter which the FCC is going to have to resolve soon is the suggestion—made by outsiders—that the radio formula be used whereby only those applicants applying for the same channels go to hearings. This would permit, the reasoning goes, immediate grants to those applicants who have no competition for the frequencies they have requested. If that is done, many more stations could get going sooner than is anticipated now.

Past policy has been to lump all applicants for the same city into one pot. So far as can be learned, no change in this policy is under consideration at this time.

Another suggestion has been that the Commission split applicants into two groups—those applying for VHF channels and those applying for UHF channels. This would permit, it is believed, many UHF grants immediately after the freeze is lifted.

It is understood that no decision has been made on that recommendation, although it is admitted that some thinking is being done on it.

TABLE OF PROPOSED VHF-UHF ALLOCATIONS

Breakdown of Channels Proposed, in Use, and Number of Applications Pending in 168 U. S. Metropolitan Areas.

	Commercial	Educational	Commercial	Educational	Channels in Use	Applications on
1. New York-Northeastern New Jersey	7	–	2	1	7	–
2. Chicago	4	1	5	–	4	6
3. Los Angeles	7	–	2	1	7	–
4. Philadelphia	3	–	3	1	3	2
5. Detroit	3	–	2	1	3	4*
6. Boston	3	1	3	–	2	5
7. San Francisco-Oakland	4	1	5	–	4†	4
8. Pittsburgh	2	1	2	–	1	7
9. St. Louis	3	1	3	–	1	7
10. Washington	4	–	1	1	4	–
11. Cleveland	3	–	1	1	3	5*
12. Baltimore	3	–	2	1	3	–
13. Minneapolis-St. Paul	4	1	2	–	2	6
14. Buffalo	2	–	1	1	1	4
15. Cincinnati	3	–	1	1	3	3
16. Milwaukee	2	1	3	–	1	4*
17. Kansas City	2	1	2	–	1	5
18. Houston	2	1	2	–	1	5
19. Providence	2	–	1	1	1	1
20. Seattle	3	1	2	–	1	4
21. Portland, Ore.	3	1	2	–	–	5
22. New Orleans	3	1	3	–	1	3
23. Atlanta	3	–	1	1	3	3
24. Dallas	2	1	2	–	2	4
25. Louisville	2	–	1	1	2	1
26. Denver	3	1	2	–	–	8
27. Birmingham	2	1	2	–	2	1
28. Indianapolis	2	1	2	–	1	4
29. San Diego	2	–	2	1	1	4
30. Youngstown	–	–	2	–	–	3
31. Albany-Schenectady-Troy	1	–	1	1	1	5
32. Columbus, Ohio	3	–	1	1	3	–
33. San Antonio	3	1	2	–	2	5
34. Miami	3	1	–	–	1	6
35. Rochester	2	–	2	1	1	3
36. Memphis	2	1	2	–	1	5
37. Dayton	2	–	1	1	2	–
38. Allentown-Bethlehem	–	–	3	–	–	3
39. Norfolk-Portsmouth	2	–	2	1	1	4
40. Akron	–	–	2	1	–	2
41. Springfield-Holyoke	–	–	2	–	–	3
42. Tampa-St. Petersburg	3	1	–	–	–	5
43. Toledo	2	–	–	1	1	4
44. Wilkes-Barre-Hazleton	–	–	3	–	–	3
45. Omaha	2	1	3	–	2	2
46. Fort Worth	2	–	1	1	1	2
47. Hartford	–	–	2	–	–	3
48. Wheeling-Steubenville	2	–	1	1	–	2
49. Syracuse	2	–	–	1	2	2
50. Knoxville	2	–	1	1	–	3
51. Phoenix	3	1	–	–	1	2
52. Richmond	2	–	1	1	1	4
53. Oklahoma City	2	1	2	–	1	5
54. Nashville	2	1	2	–	1	4
55. Charleston, W. Va.	1	–	1	1	–	3
56. Jacksonville	2	1	2	–	1	2
57. Harrisburg	–	–	2	–	–	2
58. Johnstown	1	–	1	–	1	–
59. San Jose	1	–	2	1	–	2
60. Grand Rapids	1	–	1	1	1	2*
61. Utica-Rome	1	–	1	1	1	1*
62. Canton	–	–	1	–	–	1
63. San Bernardino	–	–	2	1	–	–
64. Tacoma	2	–	1	1	–	3
65. Sacramento	2	–	1	1	–	4
66. Fresno	1	–	1	1	–	7
67. Salt Lake City	2	1	2	–	2	4
68. Worcester	–	–	2	–	–	2
69. Flint	1	–	2	1	–	2
70. Wilmington	1	–	1	1	1	1
71. New Haven	1	–	1	–	1	–
72. Bridgeport	–	–	2	–	–	1
73. Scranton	–	–	2	–	–	3*
74. Reading	–	–	2	–	–	2
75. Duluth-Superior	2	1	2	–	–	2
76. Peoria	1	–	1	1	–	3
77. Tulsa	2	1	2	–	1	5
78. Huntington-Ashland	2	–	1	1	1	1
79. Chattanooga	2	–	2	1	–	2
80. Lancaster	1	–	1	–	1	1
81. Davenport-Rock Island-Moline	2	–	2	1	2	2
82. Trenton	–	–	1	–	–	1
83. Mobile	2	–	1	1	–	3
84. Des Moines	2	1	2	–	–	5
85. Wichita	2	–	1	1	–	4
86. Spokane	3	1	–	–	–	1
87. Erie	1	–	1	1	1	2
88. South Bend	–	–	2	1	–	1*
89. York	–	–	2	–	–	2*
90. Stockton	1	–	1	1	–	1
91. El Paso	3	1	2	–	–	3
92. Charlotte	2	–	1	1	1	3
93. Stamford-Norwalk, Conn.	–	–	1	–	–	–
94. Beaumont-Port Arthur	2	–	1	1	–	5
95. Little Rock-No. Little Rock	2	1	2	–	–	2
96. Greensboro-High Point	1	–	2	1	1	2
97. Binghamton	1	–	1	1	1	–
98. Fort Wayne	–	–	2	1	–	3
99. Shreveport	2	–	–	–	–	5
100. Lansing	1	–	1	–	1	–
101. Columbus, Ga.	1	–	1	1	–	1
102. Madison	1	–	2	1	–	3
103. Greenville, S. C.	1	–	1	1	–	1
104. Corpus Christi	2	–	1	1	–	3
105. Augusta, Ga.	2	–	–	–	–	1
106. Austin	1	–	2	1	–	3*
107. Charleston, S. C.	2	1	–	–	–	2
108. Evansville	1	–	2	1	–	2
109. Baton Rouge	1	–	2	1	–	1
110. Waterbury	–	–	1	–	–	2
111. Saginaw	–	–	2	–	–	2
112. Rockford	1	–	1	1	–	1
113. Savannah	2	1	–	–	–	2
114. Hamilton-Middleton, Ohio	–	–	1	–	–	1
115. Lorain-Elyria	–	–	1	–	–	–
116. New Britain-Bristol	–	–	1	–	–	–
117. Albuquerque	3	1	–	–	1	3
118. Winston-Salem	1	–	1	1	–	2
119. Columbia, S. C.	2	–	1	1	–	3
120. Jackson, Miss.	2	–	1	1	–	3
121. Altoona	–	–	2	–	–	2
122. Montgomery	1	–	2	1	–	2
123. New Bedford	–	–	2	–	–	1
124. Fall River	–	–	2	–	–	2
125. Raleigh	1	–	1	1	–	1
126. Macon	1	–	1	1	–	2
127. Atlantic City	–	–	2	–	–	3
128. Lowell	–	–	1	–	–	1
129. Roanoke	2	–	1	1	–	1
130. Springfield, Ill.	1	–	1	1	–	3
131. Brockton	–	–	1	–	–	–
132. Waco	1	–	1	1	–	2
133. Kalamazoo	1	–	1	–	1	–
134. Lawrence	–	–	1	–	–	1
135. Asheville	1	–	1	1	–	1
136. Portland, Me.	2	–	1	1	–	4
137. Lincoln	2	–	1	1	–	1
138. Orlando	2	–	1	1	–	2
139. Galveston	1	–	2	1	–	1
140. Springfield, Ohio	–	–	2	–	–	–
141. Racine	–	–	2	–	–	–
142. Jackson, Mich.	–	–	1	–	–	–
143. Terre Haute	1	–	1	1	–	1
144. Topeka	1	–	1	1	–	2
145. Springfield, Mo.	2	–	1	1	–	–
146. Sioux City	2	–	1	1	–	1
147. Cedar Rapids	1	–	1	1	–	2
148. Durham	1	–	1	1	–	3
149. Lubbock	2	–	1	1	–	2
150. Decatur	–	–	2	–	–	–
151. Waterloo	1	–	1	1	–	1
152. Lexington	–	–	2	–	–	–
153. Wichita Falls	2	–	1	1	–	4
154. Green Bay	1	–	–	–	–	2
155. Gadsden	–	–	2	–	–	–
156. St. Joseph	1	–	1	1	–	1
157. Muncie	–	–	2	–	–	–
158. Pueblo	2	1	2	–	–	–
159. Manchester	1	–	1	–	–	1
160. Bay City	–	–	1	–	–	–
161. Lima	–	–	2	–	–	1
162. Amarillo	4	1	–	–	–	3
163. Ogden	1	–	1	1	–	–
164. Kenosha	–	–	1	–	–	–
165. Sioux Falls	2	–	1	1	–	1
166. Pittsfield	–	–	1	–	–	–
167. San Angelo	2	–	1	1	–	1
168. Laredo	2	–	–	1	–	–

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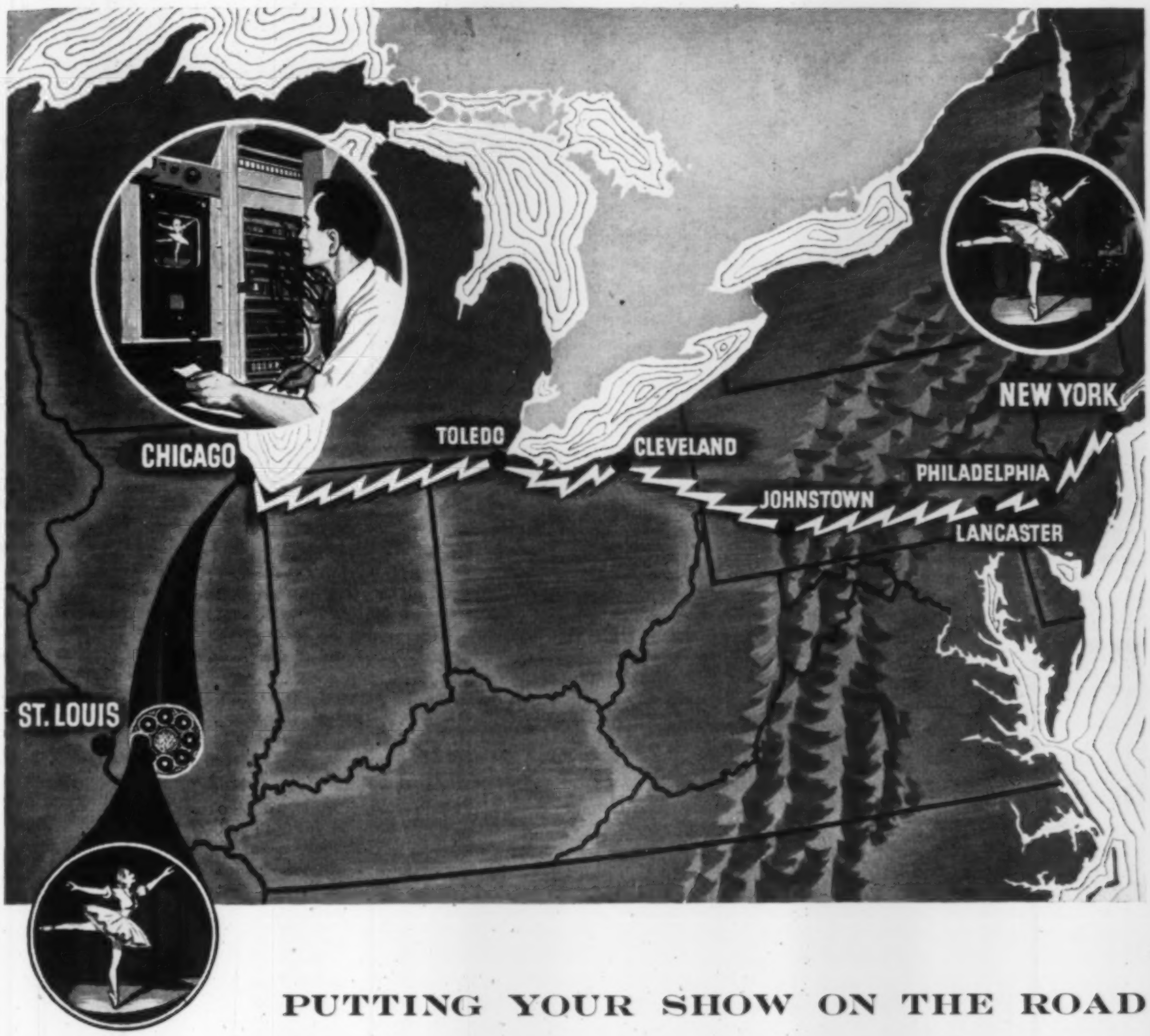
* Includes one UHF application, except for Scranton which has two UHF applications.

† Channel 2 reserved for Thomas S. Lee Enterprises, although this may become a matter for litigation.



PUTTING YOUR SHOW ON THE ROAD

Building the pathways for television takes time, toil and money. Every one of the more than 23,500 existing channel miles was a new challenge to the imagination and skill of Bell engineers. Take, for example, television transmission between New York and St. Louis.

From New York to Chicago, engineers plotted, scouted and tested possible *Radio-Relay* routes to find the one that would span forests, mountains and cities—and would carry microwaves around reflective surfaces of lakes and plains. *Radio-Relay* stations were then built about every twenty-five miles – some 200 feet high.

At Chicago, video signals are switched to a coaxial cable and go underground through the hard limestone bottom of the Kankakee River, the sticky blue clay of the Kaskaskia . . . across the Mississippi . . . under the city of St. Louis for 20 miles to the broadcasting station.

Planning, building and maintaining television pathways for the nation is costly and complex, calling for continued investment of money, special equipment and trained personnel. The present value of this network, provided by the Long Lines Department of the American Telephone and Telegraph Company is nearly $85,000,000.

Yet the cost of this service is low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW

Ad Volume Up

(Continued from page 23)

SPEAKERS at TV production session sizing up latest advertising news at the AAAA Eastern Council annual conference held last week at the Roosevelt Hotel in New York are (l to r): Garth N. Montgomery, Kenyon & Eckhardt; Sidney M. Weiss, Lewin, Williams & Saylor; Rodney Erickson, Young & Rubicam; Adrian Samish, Dancer-Fitzgerald-Sample; Robert Montgomery, NBC-TV producer, and Wallace S. Jordan, William Morris Agency.

off the shelves."

Major agency point in light of TV costs, according to Mr. Erickson's prognosis, is a continued drift of live production to networks and producers who can package shows for multi-sponsorship. He also predicted that the West Coast, although presently limited in the kind of TV program it produces, will become a more important source of TV production in general, with the trend resulting in much wider use of filmed shows, a method he endorsed for program control by the agencies.

Loyally predicting that agencies will continue to exercise great influence on TV production through constant pressure and efficient operation, he asserted that a packager and an agency, together, can produce better-than-network shows, with the agency controlling policy as well as quality.

Because of TV costs, Mr. Erickson also anticipated a decline in use of the medium by each sponsor—with most advertisers sponsoring shows on a frequency of less than once a week.

Like speakers in several other sessions, he urged the industry to establish an accepted basis for its ratings and reminded his audience that the responsibility for good taste and higher-level programming is fully an industry-wide obligation.

Noting that 15.4% of TV shows produced by agencies last fall dropped 17% this year, he attributed the shift to still-overwhelming costs with a half-hour weekly network show now requiring about a $2 million annual budget. Explaining the cost breakdown, he cited panel shows, which can be produced for a low $5-10,000 per week, as a bad buy because their evening time slots are so expensive that the panel, which cannot compete with a full-production program at the same hour, does not pay off in terms of cost-per-thousand viewers.

"The agency's future in the creative side of television programming—our business—is being decided right now," Adrian Samish, vice president and director of radio and TV for Dancer-Fitzgerald-Sample, warned, adding: "Film for TV is one of the answers."

Some programs—such as dramatic shows—are better on film than live, he said, with celluloid TV in general allowing for better productions at lower costs and editing in advance of airtime.

"When new stations in new markets open up, as they eventually will, you have [on film] a program already paid for in a handy-size container to ship and run at the time you wish," he explained, arguing that filmed shows enable advertisers to create their own station line-ups.

Strongly advocating shooting TV films in Hollywood, Mr. Samish said that inadequate studio space, actors unfamiliar with the medium, inadequate labor in every category from prop men to cameramen, slow and overcrowded labs for developing negatives and prints, and greater operating expenses in New York tilted his opinion to favor of the West Coast.

If you're going to do a show on film, he advised, you don't have to go into the movie business. Hire the experts you need and then do it yourself, he said.

Speaking on use of TV by small budget advertisers, Sidney M. Weiss, vice president and treasurer of Lewin, Williams & Saylor, advised that "you can reach your destination in a Ford as well as in a Cadillac," that TV success is not necessarily measured by the single yardstick of dollars spent. Citing a case in which a low-budget advertiser avoided Class A spot time on major outlets for a half-hour package on a local station, Mr. Weiss described an entire campaign of 52 weeks which cost $35,000 and resulted in a 33⅓% increase in gross sales the first year.

"The trend definitely points to more films and better films," he said. Quality will improve when film-use becomes more widespread, he felt. Small budgets can produce good TV promotion by using at least filmed commercials, if not a fully programmed, syndicated package, he said. He advised careful study of markets before buying time, taking advantage of merchandising tie-ins whenever possible, considering the local or regional show in lieu of national spots and using the same care—and perhaps waiting—to get the right time slots in TV as in radio.

Wallace S. Jordan, director of radio and TV, William Morris Agency, also identified the tendency of networks to retain program control as the most significant recent development. Describing it as the "magazine formula" in which an advertiser buys space only, Mr. Jordan attributed the practice to the "inevitable increase" of TV costs.

The time may come when only networks can deliver complete shows, he thought, and top programs may have to be supported by a subscription system as well as multiple sponsors.

High talent costs exist, he said, because artists appearing on TV are forced to spend all their time between appearances preparing their next show, with the result that they must realize from TV alone the same income they formerly collected from all other sources together. The talent-cost spiral has been heightened, he scolded, by "an apparent unwillingness of agencies and sponsors to develop untried talent. . . . They all want big names."

Answering "What's Right With TV Commercials?", Garth N. Montgomery, vice president of radio and TV for Kenyon & Eckhardt, said that "probably rightest of all is the renewed emphasis on straightforward selling" instead of underwater ballets, one-minute musicals and animated commercials.

"I am convinced that there is absolutely no short cut to savings—that the only sure route to lower costs for TV commercials is through better planning in advance," he said. Such planning, he added, should allow for (1) development of new campaigns in cooperation with TV personnel to insure suitability of themes for TV production, (2) closest possible cooperation between writer and producer to avoid, at the outset, use of costly techniques and (3) centralization of budget control in the hands of the producer to insure against last-minute, cost-boosting revisions by unauthorized agency or client personnel.

Robert Montgomery, executive producer for NBC-TV, in his talk on "Show Business Is Our Business," said that mass media have only one inviolable rule: To continue to improve the quality of what it delivers to the public.

"The media itself will not stand up," he observed, "only what is presented on that media will." TV has passed through its experimental . . . and its novelty areas, he said, and has moved into its area of selectivity, a danger zone for those who refuse to make show business judgments.

Improvement ultimately can be achieved, he suggested, by continuing to experiment with the medium and its use and by avoiding standardized formulas for program presentations.

Speakers at the media session considered TV's challenge to them with answers given by representatives of magazines, newspapers, outdoor advertising and network and spot radio.

Weise Claims on TV

TV can elevate people to the level where they can be captured by magazines, Otis Lee Wiese of *McCall's* said in asserting that TV at its best creates a desire to read while at its worst it does not compete with reading. The problem for all media, he said, is an equation of time, space and people. Magazines are elastic time-wise, whereas radio and TV are mastered completely by the clock, he said.

Magazines thrive on widening of communication and therefore are changing and growing for the people who live in a TV world, offering more information and less sheer entertainment, Mr. Wiese stated.

"TV hasn't even met the challenge of TV yet," H. James Gediman, regional manager of the Hearst Advertising Service, said asserting that in TV as well as non-TV cities, newspapers finished 1950 with morning, evening, and Sunday circulations as well as advertising volume at an all-time high.

Telling the tale for network radio, John Karol, CBS Radio vice president in charge of sales, conceded that TV, as a newcomer to advertising media, is the current glamor girl. However, difficulties remain, he pointed out, in clearing TV stations and time, in reaching large audiences through the medium still limited to 63 markets and in high production costs. "Although the girl may look very good in mink, someone has to pay the furrier," he explained.

Radio's reaction has been to maintain the size of its audiences now virtually nationwide with 100

(Continued on page 92)

NCAA IN '52

Furey Addresses REC

HOPE that the National Collegiate Athletic Assn.'s television committee can come up with concrete recommendations regarding future college football telecasts by mid-January was voiced last Thursday by one of the committee's co-chairmen, Ralph Furey, director of athletics for Columbia U.

Addressing a luncheon meeting of the Radio Executives Club of New York, he said he was not at all certain the committee could compile and evaluate the results of this year's experimental schedule of limited telecasting in time to meet that deadline—mid-January convention of NCAA—but he did feel it would at least be possible by that time to indicate trends.

Station Planning
DUMONT

Guessing? ... OR FACTUAL PLANNING

for that television station

The proper choice and arrangement of equipment are of the utmost importance in a successful TV station operation. A guide, reflecting the unequalled experience of Du Mont in this field, is now offered in the form of an illustrated, easy-to-follow book. Detailed renderings along with exploded views and systematic floor plan arrangements follow the text graphically. Complete breakdown of equipment complements with approximate prices are indicated throughout. Be sure to have this information in your file whether you are planning a new station or the expansion of your present operations.

Available upon request to all managers and station engineers.

Write today for your free copy...

DUMONT

TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey
Dept. BT

Ad Volume Up

(Continued from page 90)

million sets in 42 million homes, Mr. Karol said. Proving the size and extent of those audiences has required new research programs and methods, but has shown that radio network programs produce an even lower cost-per-thousand in big TV cities than they do nationally. Networks also are developing new shows to match today's tastes and have devised new sales concepts—such as one-time and alternate week sponsorship—to make the medium more readily accessible to advertisers.

Speaking for spot radio, Lewis H. Avery of Avery-Knodel Inc., said that radio never learned to advertise itself adequately to the buyer or seller—broadcasters had been too busy throwing Hoopers at each other until the advent of TV. Radio's long overdue campaign, extensive in both dollars and effort, is now starting on the job in such cities as Jacksonville, Detroit and Tulsa and will result in greater lists for longer periods, he predicted.

Unlike other media, radio has consistently minimized its audience statistics, he said, calling for a common basis for research into all media. If radio data were expanded in terms comparable to newspaper and magazine circulation figures, the result would show that broadcasting has certainly held its own, he suggested. Just as mass communications absorbed radio, Mr. Avery said, so will they absorb television.

Brockway Talk

At a "town meeting" open to all delegates, Louis N. Brockway, of Young & Rubicam and chairman of the AAAA board, spoke on "Advertising and America's Progress" to trace the last 100 years of American business history.

"Our mechanical marvels are not the cause of our greatness, however," he said, "they are the effects . . . freedom is the cause."

Warning agency personnel not to abuse their liberty, Mr. Brockway asserted that such action would result in loss of freedom—as in the bill proposed by Sen. William Benton (D-Conn.) for a National Citizens Advisory Board on Radio and TV (see story, page 100).

He conceded that the bill makes two valid criticisms: That programs for both radio and TV are of a bad quality and that there is no plan for providing educational programming or public service time.

The first problem can be solved, he said, if industry members meet the moral standards taught in homes, schools and churches and if the industry, as its own agent, immediately sets up its own regulatory authority.

To answer the second Benton criticism, he proposed his own plan for public service programming: To sell time in two cycles of 17 weeks and one of 18 weeks, with one program in every five preempted for educational purposes.

He emphasized that he quarrels with the solutions—not the criticisms—offered by Sen. Benton.

Highlights of other sessions included a discussion of copy and art by leading columnists from advertising periodicals.

Television entered the meetings on marketing and merchandising when the question of the day turned out to be, "How Does Your Package Look on TV?" Members, aware of the market being essentially a buyers' market, stressed the need for fuller training for their workers and improvements in distribution in order to fulfill their still-paramount job: To move goods.

La Rosa Buys Heavy

LA ROSA & Sons Inc., Brooklyn (macaroni, spaghetti and egg noddles) is launching what was described as one of the largest single television campaigns by a local sponsor over WOR-TV New York. Beginning today (Monday) company will sponsor *La Rosa Movie Matinee*, 3:30-4:30 p.m. EST, Monday through Friday. In addition—effective Nov. 24, 2-3:30 p.m., Saturdays—La Rosa will sponsor a show said to be the first all-Italian TV program, first half-hour of which will be live drama followed by hour-long Italian films. Agency: Kisewetter Assoc. Inc., New York.

NAME COUNSEL

For Feb. Theatre Hearings

ALL-STAR cast is going to perform before the FCC Feb. 25 when theatre-TV hearings are scheduled to begin. Announcement of the appointment of James Lawrence Fly and Vincent B. Welch as counsel for the Motion Picture Assn. of America last week means that two former FCC chairmen as well as a former Secretary of the Army will be trying to persuade the Commission to grant exclusive frequencies for theatre TV.

In addition to Mr. Fly, who was FCC chairman 1939-44, Paul A. Porter will represent Paramount Pictures. Mr. Porter was FCC chairman 1944-46. Kenneth C. Royall, Secretary of the Army from 1947 to 1949, will represent 20th Century-Fox.

Mr. Fly's firm is Fly, Shuebruk & Blume. Mr. Porter's is Arnold, Fortas & Porter. Mr. Royall's is Dwight, Royall, Harris, Koegel & Caskey. Mr. Welch's is Welch, Mott & Morgan.

In addition the following law firms are scheduled to participate: Cohn & Marks, Theatre Owners of America and National Exhibitors Theatre Television Committee; Hogan & Hartson, United Paramount Theatres; Bingham, Porter, Collins & Kistler, MGM; Clagett & Schilz, Allied States Assn. of Motion Picture Exhibitors.

ALLOCATIONS

KFAB Challenges Reservations

A NEW and unique challenge to the FCC's authority to reserve TV frequencies for noncommercial, educational stations was raised with the Commission last week. There were only 82 filings last week, the fewest since the TV "paper" allocation proceeding started Sept. 4. Total as of end of last week was 1,303 documents.

FCC is without authority to reserve channels for educational telecasters, said KFAB Omaha, because the band was specified for "general television service."

Reservation for education "imposes a restriction upon Channel 7 as would preclude the use of the said channel in Omaha for any purpose other than the telecasting of noncommercial programs by educational institutions," KFAB said.

This constitutes discrimination against Omaha, the station added, since Channel 7 is being used commercially in 10 cities.

In a reference to the noncommercial, educational FM reservations, KFAB noted that these were set aside in a block of frequencies and there was no intermingling of commercial and noncommercial channels in specific cities.

Meanwhile FCC denied the petition of the State of New Jersey for oral hearing on the grounds that nothing had been shown that would indicate the Commission could not arrive at a decision from the paper filings. This is the second such denial within the past two weeks. The other was the Commission's turndown of the same plea by Cornell U. (WHCU), for the same reasons [B•T, Oct. 29].

Still awaiting a Commission decision on their request for oral hearing are KROW Oakland, Calif.; Daily News Television Corp. (WIBG and *Philadelphia Daily News*) and DuMont—which last week asked that it be permitted to orally argue its master plan of allocations.

Still concentrating on the economics of TV, as it did in its original document [B•T, Aug. 20], DuMont again pleaded for a "competitive TV network industry." This could only be attained, DuMont said, by allocating at least four VHF channels to at least the top 25 markets.

In answer to contentions that its plan infringes on minimum 180-miles co-channel and 70 miles adjacent channel city-to-city VHF separation established by the FCC in its proposed rules, DuMont maintained that with few exceptions its plan meets the transmitter-to-transmitter minimums (170 miles co-channel and 60 miles adjacent channel). These transmitter-to-transmitter separations are more realistic, DuMont averred.

TV Set Ownership

(Continued from page 85)

than talk (41%). The incidence of sewing, knitting, or crocheting is considerably higher among those who "never" watch (14%) than among those who "occasionally" watch (5%).

In the breakdown of TV viewing among set owners, the report showed the average number of hours of morning viewing was .08 each on Monday, Tuesday, and Wednesday; .07 on Thursday and also on Friday; .02 on Saturday, and .11 on Sunday. For afternoon viewing, the daily average was 0.5 hours on Monday through Friday; 0.7 on Saturday, and 1.2 on Sunday. For evenings, the average was 2.4 hours on Monday and also Tuesday; 2.2 on Wednesday and also Thursday; 2.3 on Friday, 2.6 on Saturday, and 2.8 on Sunday. These averages were figured on a base which included all TV homes—those in which no viewing was done as well as those where sets were in use.

At least 52% of the panel members who do not own TV sets indicated they do see TV programs—5% of them for more than six hours a week. Another 5% said they watch less than 30 minutes a week; 9% for an hour; 10% for two hours; 7% for three, 4% for four, 3% for five, 2% for six, and 7% for an "indefinite" number of hours a week.

Forty-seven percent said they never watch. One percent did not answer the question.

LYFORD NAMED

To DuMont Post

Mr. Lyford

APPOINTMENT of Elmore B. Lyford of NBC-TV as director of station relations for the DuMont Television Network, effective Nov. 19, was announced last Wednesday by DuMont Network Director and General Manager Chris J. Witting.

Mr. Lyford, who has been supervisor of TV station relations for NBC-TV, succeeds Norman W. Drescher, who has been assigned to other administrative duties in the DuMont organization.

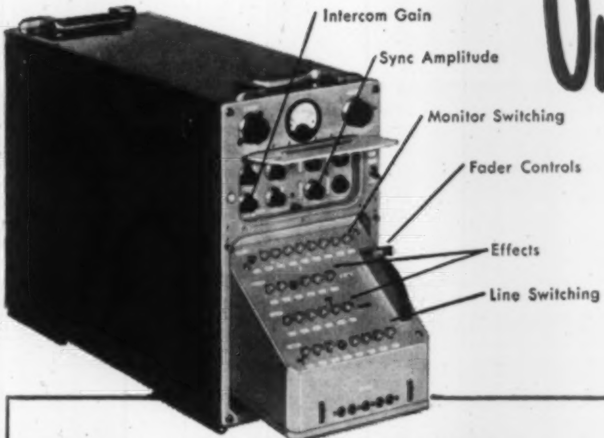
It was pointed out that Mr. Lyford has had 17 years' experience in radio and TV.

Cites High TV Cost

"TELEVISION'S cost is still too great and its pull not strong enough for most retailers," Edward Carroll, sales promotion manager for the Hess Bros. Dept. Store, Allentown, Pa., stated at the opening session of a two-day conference of the eastern regional clinic of the National Newspaper Promotion Assn. He said newspaper space is still the most effective medium for direct merchandise advertising for the retail store.

TWO
CHAMPIONS

THAT MAKE AN Unbeatable Team!



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- **Monitor views 5 camera inputs, 2 remotes, outgoing line**
- **Sound interlock switching for remotes and 2 cameras**
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- **Switch panel removable, operable to 5 feet**
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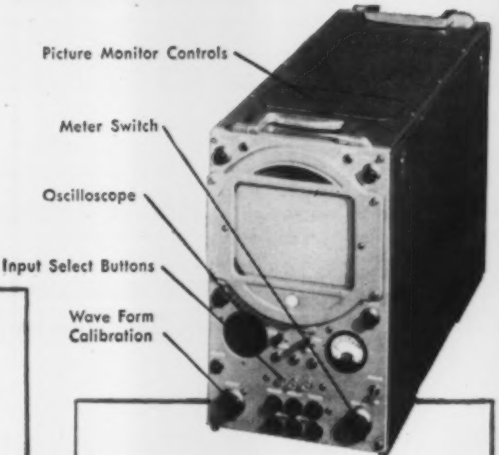
- **Styled to match all GPL TV equipment**



GPL MASTER MONITOR

- **Selection of 3 pre-set inputs**
- **8½" Monitoring tube**
- **3" Oscilloscope, also providing test facilities**
- **Meter readings of line voltage and power supply outputs**
- **Fast sweep for observing vertical sync block**
- **Quick-reference calibration voltage button**
- **Automatic sync of oscilloscope and kinescope sweeps at half-line or half-field frequency**
- **Regulated pulse high voltage supply isolated from sweep circuits**
- **High impedance bridging input**
- **Compact, portable**
- **Ready accessibility of all controls, tubes, circuits**

For the new station, for the expanding station, GPL's champion team of Video Switcher and Master Monitor affords a new high in quality, in field flexibility, in rehearsal and programming control. Both units are packaged for easy portability, with self-contained power supplies. Either can be integrated into your present installation, can accommodate your particular operating conditions.

The Switcher and Monitor team is another example of GPL's unique achievement in the production of *high quality, high utility* equipment for TV stations — another reason why GPL *is* THE INDUSTRY'S LEADING LINE — IN QUALITY, IN DESIGN.

WRITE, WIRE or PHONE FOR DETAILS TODAY

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Pleasantville New York

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

New TV Starts

(Continued from page 79)

ing officers provides a bottleneck at FCC, he said. There are now five broadcast hearing officers with plans calling for addition of another seven. At the same time he observed that TV cases are more difficult to handle than AM.

After FCC has granted the first 50 to 80 uncontested grants in the middle of next year, he said, it should attain a rate of 20 TV station grants per quarter starting in the fourth quarter. He would not be pinned down on the way UHF and VHF channels will be granted other than to say about half will be UHF and half VHF.

A lot of FCC engineering time in the field is wasted, he said, by large numbers of public complaints about interference.

Messrs. Morris and Plummer agreed on the inadvisability of granting TV station permits unless materials are available. Mr. Plummer said FCC would in effect be issuing insurance policies on channels if it made grants without material in sight, something it definitely doesn't want to do.

The personnel problem at FCC is serious, Mr. Plummer said. Eighteen months ago FCC had 26 engineers processing radio but now only four are available for TV.

Mr. Morris said the military is getting 100% of its material needs, with supporting industries such as mobile services getting 90%. Radio and TV, considered entertainment and educational industries, must await allocations to military and mobile, he explained.

TV station requirements in the last half of 1952, per three-month period, likely will be about 2,000 tons of structural steel, 3,400 tons of other steel, 400,000 pounds of copper and 85,000 pounds of aluminum, he estimated on the basis of industry data.

Experience gained in building the 108 TV stations now on the air will permit rapid installation of stations after the freeze ends, he reminded.

Assuming an average population of 100,000 in the single-station cities getting the first new TV stations, Mr. Morris estimated a total possible audience of about 8,000,000 persons, or about 2,500,000 homes for potential TV sets. He cited Jacksonville, Fla., with 328,000 persons and 100,000 homes, to show 3,000 sets in operation when TV came to the city. TV homes rose to 11,000 in June 1950, 32,200 in June 1951, 38,200 last Sept. 1, and a total annual increase of 26,400, or 56,400 sets estimated as of June 1952.

This gives an idea of the growth of TV in a one-station market, he declared. The first 80 markets to be opened in the first half of 1953 will bring an estimated potential market for about 600,000 sets a year, he predicted, adding that decreasing sales as markets reach saturation will release sets to new markets.

Some fourth-quarter production of sets in 1952 will go into new markets opening in 1953, he said.

According to Mr. Morris, about 3.5 and 4 million TV receivers will be produced in 1952 though he termed this a "crystal ball" estimate. The figure compares with 7.4 million sets turned out in 1950 and probably 5 million in 1951.

Factors affecting the 1953 estimate can be material savings through substitution and conservation. Even the shortage of one critical tube type or component could upset the estimate, he said, but the 3.5 to 4 million estimate is "the current view of the Electronics Division, NPA." He termed this outlook bright in comparison with other industries.

Presiding at the Thursday RTMA panel was C. W. Miller, Westinghouse Electric Corp.

At the evening dinner Rear Adm. John R. Redman, Director of Communications - Electronics, Joint Chiefs of Staff, said the productive capacity of the electronic industry provides a major advantage over any potential enemy.

C-E Raises Bankhart

D. R. (Don) BANKHART, account executive on local Chevrolet Dealers Assn. account for Campbell-Ewald Co., has been named business manager of the TV department of the agency's New York office. He will continue his account executive duties. T. W. Hanlon has been appointed assistant to Mr. Bankhart.

BIG
on radio
EVEN
BIGGER
on TV
"QUIZ OF
TWO CITIES"

- *A smash 19.8 in Baltimore-Washington*
- *A terrific 11.6 in New York Telepulse (Battle of the Boroughs)*
- *So great on TV a sponsor set the show for 3 more radio stations*
- *Get this great show set for your market . . . contact—*

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HOllywood 9-8367

film report . . .

BRINGING the excitement of the jungle and circus to television, **Commodore Productions,** Hollywood, is planning the production of 26 half-hour television films featuring Clyde Beatty, to be called the *Clyde Beatty Show.* Series goes before camera Dec. 1 and is expected to be completed by March. Both jungle and circus adventures will be included. **Walter White,** president, Commodore, will supervise production.

Morton Television Productions planning 15-minute historical-dramatic TV films entitled *This Is The Story,* showing highlights in the fields of science, art, and industry that changed the course of history. Series is being patterned after the transcribed radio programs of that name produced by firm's parent company, Morton Radio Productions.

Twenty-six films have been completed in the series so far, with a total of 78 more planned. Each quarter-hour film contains two complete stories, with surprise endings. More than 1,000 transcriptions of the radio series are available, with plans to film many of them. **Morton Jacobson,** president, Morton Radio & TV Productions, will supervise production of the film series. **Ed Prentiss** is featured narrator.

Distribution and sales will be handled by **Snader Sales, Inc.** Series will become available Dec. 15, films to be released on a two-a-week basis.

Jerry Courneya, president of **Courneya Productions,** Hollywood, has finished tie-in shots for the first six in a series of films called *World of Adventure.* The films will relate adventures of **Curtis Nagel,** world traveler and lecturer, in various countries, and stars Mr. Nagel and **William Moore.**

Films completed include *Carnival in Rio, Norway, Mexico, Denmark, Holland* and *Trinidad.*

New film series of 260 quarter-hour programs featuring the **Sue Hastings Marionettes,** *Betsy and the Magic Key,* is ready for distribution through **CBS-TV Spot Sales.** Designed for younger members of the family, series is written by **Elizabeth Raines,** author of children's stories and songs, and is located in Puppetania, admission to which is gained by Betsy's magic key.

Herb Jeffries has completed his second series of Telescriptions for **Snader Telescriptions Corp.,** Beverly Hills. Series of the musical shorts also has been completed by **Frankie Carle** and his orchestra.

Motion Pictures for Television will distribute the *Superman* television film series, comprising 26 half-hour programs recently completed by **Superman Inc.,** L. A. First two of series, *The Haunted Lighthouse* and *No Holes Barred,* are now available by the distributor.

In an expansion of operation, **TV Spots Inc.,** Hollywood producers of animated and live action video commercials, has filed incorporation papers with the California Secretary of State in Sacramento. An outgrowth of the Bob Wickersham Agency, firm also has moved headquarters to 1522 Cassil Place.

Robert L. Wickersham is president, **A. Albert Spar,** secretary, and **Dorothy Johnson,** treasurer. Besides company officers, board of directors include **James R. Westengard** and **Errol Gray.**

Peerless Television Productions, the **Edward Small-Sol Lesser** firm organized in Los Angeles fortnight ago to distribute filmed TV programs, has opened a New York office at 729 Seventh Ave., under direction of Vice President **George T. Shupert,** former vice president and director of commercial operations of Paramount Television Productions. Peerless meanwhile announced that arrangements for sponsorship of its *Peerless Group*

WABD SPONSORS

DuMont Gross Increases

CONTRACTS representing more than a half-million dollars in billings—31 contracts in all—have been signed by DuMont's WABD (TV) New York within the past 10 days, Chris J. Witting, director and general manager of the DuMont TV network, announced Tuesday. At the same time he noted that the network's gross time sales have risen from $435,000 in January to $564,000 in June and $730,000 in September.

New contracts for use of WABD (TV) include Coca-Cola's purchase of the Monday - through - Friday 6:30-7 p.m. spot for the *Bob Dixon Show* effective Nov. 5 for 52 weeks, through William Esty Co., New York; Best Foods' sponsorship of *Sunday Matinee* from 4-6 p.m. Sunday for 39 weeks, through Benton & Bowles, New York; Procter & Gamble's purchase of 390 participations for Shasta Shampoo in and between WABD programs, through Dancer-Fitzgerald-Sample, New York, and Old Dutch Mills' purchase of 260 identification announcements for Old Dutch Coffee, through Elliot Nonas Adv., New York.

Selling: WATCHES?
Try
WILBUR STREECH PRODUCTIONS
TV FILM COMMERCIALS
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of 26 feature films in the Chicago area by *Hauser-Nash Sales*, Chicago Nash dealer, had been completed on the heels of the sale of two-year rights in the Los Angeles area to KTTV (TV) there [B•T, Oct. 29].

Sales and Production . . .

SARRA INC., Chicago, has completed film commercials for Grove Labs.' Bromo-Quinine cold tablets, showing televiewers how a headache feels with use of special photographic effects. Four 60-second and four 20-second spots, produced in cooperation with **Gardner Advertising**, St. Louis, will be used on *Live Like a Millionaire*, sponsored on CBS-TV Fridays. Agency supervisors were **Charles E. Claggett**, vice president and account executive and **William D. Fisher**, director of the radio-TV department.

* * *

Dick Dorso, recently resigned vice president, United Television Productions, has been appointed exclusive sales representative for distribution and sale of *Perry Mason* TV film series going into production next week at **RKO-Pathe** studios. **Bing Crosby Enterprises**, L. A., will film the series [B•T, Oct. 29, 22].

* * *

ALEXANDER FILM CO., Colorado Springs, announces recent TV commercial productions for the following organizations: **The Stanback Co.**, Salisbury, N. C., three 60-second and three 20-second films featuring Stanback Headache Powders through Piedmont Adv. **The Frito Co.**, Dallas, Tex., eight 60-second films featuring Fritos and Chee-tos through Glenn Adv. **Haxton Foods Inc.**, Oakfield, N. Y., three 60-second and six 20-second films featuring Blue Boy Foods through Hart-Conway Co. **Gas Service Co.**, Kansas City, Mo., five 60-second and nine 20-second films on gas fuel. **Comette Hosiery Mills**, New Braunfels, Tex., two 60-second films featuring Comette Nylons through Glenn Adv. **King's Candy Co.**, Fort Worth, Tex., three 60-second and three 20-second films featuring King's Chocolates through Tracy-Locke Co. **Mebane Co.**, Mebane, N. C., two 20-second films featuring Kingsdown Mattresses through Bennett Adv. **Reymer & Bros.**, Pittsburgh, four 20-second films featuring Reymer's Blend through Ketchum, MacLeod & Grove.

TOP QUALITY
MOTION PICTURES
Since 1932
Up-to-date
completely
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New York
studios of
VIDEO VARIETIES
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FOUR scientists from the David Sarnoff Research Center, RCA Labs Div., examine five of the tri-color TV picture tubes developed at the company's laboratories at Princeton, N. J., and Lancaster, Pa. They are (l to r) E. W. Herold, Dr. E. W. Engstrom, vice president in charge of RCA Labs. Div.; H. B. Law, and Dr. V. K. Zworykin, vice president and technical consultant of the division.

WKY-TV CHANNEL

Sees Change Costly

CURRENT investment in WKY-TV Oklahoma City runs over the half-million dollar mark, according to information submitted by Vice President and General Manager P. A. Sugg in the station's filing with the FCC in the allocations hearing.

The WKY-TV brief was filed in opposition to the FCC's proposal to change the frequency of the station from Channel 4 to Channel 7.

Up to Oct. 9 there had been invested in WKY-TV the sum of $506,242.02, Mr. Sugg reported. Loss for the years 1949 and 1950 totaled $269,647.78, he said. Weekly payroll as of Oct. 5 for 61 employes—not including general or administrative expenses—runs $4,709.43 a week, he revealed.

Expense of Changeover

Cost of the change to Channel 7 would be $167,480, the brief asserted. This is because the TV antenna is on one of the three WKY AM towers. The change would require not only a temporary antenna for WKY-TV but also affect the operation of WKY-AM.

Mr. Sugg also claimed that most of Oklahoma City's 92,300 TV sets (as of Sept. 1) would have to change their present low-band antennas to high-band antennas to get Channel 7. This would cost from $10 per installation up, he said.

Objection to the change was backed by a number of letters from Oklahoma City's TV set distributors and servicemen.

THE new RCA television camera tube has been designed to provide observation in locations that are inaccessible or dangerous to humans. The latest developmental vidicon has better spectral response, wider temperature range and an increased life span.

NEW KLAC-TV SUIT

Filed by Berns, Barron

KLAC-TV Los Angeles last week became the object of its second plagiarism suit within a few months as Seymour Berns and Tom Barron filed suit for $100,000 in Los Angeles Superior Court.

Mr. Berns, producer, and Mr. Barron, writer, charged the station and three others with appropriating their "Willie Wonderful" program idea. Besides KLAC-TV, also named in the suit are Bracken Productions, which produced the *Willie Wonderful* puppet TV film series; Scott-DuMont & Lownman, distributor of the package, and Martin Gordon, who has been writing credit on the series.

The suit also asked that the program be taken off KLAC-TV.

Pair claim that they created and wrote the hand-puppet program, *The Adventures of Willie Wonderful*, last year and submitted it to Mr. Gordon, then an account executive with Factor-Breyer Inc., Los Angeles, for sale to a sponsor. This deal fell through, they claim, and about Sept. 1 of this year the program appeared on KLAC-TV listing Mr. Gordon as writer.

Kopald, Stolzoff & Mark, Beverly Hills, are attorneys for the plaintiffs.

KLAC-TV, owned by Mrs. Dorothy Schiff, recently paid $50,000 in settlement of a similar million dollar suit by the producers of the radio and television show *Bride and Groom* [B•T, Aug. 20]. In this case it was found that KLAC-TV's *Wedding Bells* was patterned after *Bride and Groom*. Former program has been taken off the air, in accordance with the settlement.

TENTH District of California Congress of Parents and Teachers voted *Report to the People*, presented by KECA-TV Los Angeles, "the most important public service TV program in the Los Angeles area for the entire month of October."

NCAA PLAN

Discussed by Willett

TELEVISION is the biggest problem and the biggest headache facing the National Collegiate Athletic Assn. today, NCAA President Dr. Hugh Willett declared last week.

But, he said, the NCAA TV test plan is working successfully and the association "has no doubts as to the legality of its regulation limiting telecasts of college football."

Dr. Willett, a professor at the U. of Southern California, reviewed NCAA's television troubles in a talk to the Stanislaus Quarterback Club in Modesto, Calif., last Monday.

He said he was making his remarks "in a frank attempt to condition public opinion" on the problems. He told the meeting that NCAA did not vote to limit live telecasts of football games until forced to do something about falling gate receipts.

Football, he explained, supports almost all other collegiate sports and a shortage of returns from this one sport could cripple a school's entire athletic program.

"The plan [limiting TV] is well underway now," he said, "and is highly successful. The object of our survey by National Opinion Research Corp. of the U. of Chicago is to see how much television is possible without hurting the game."

He gave no indication of how results of the survey might be shaping the NCAA's official attitude toward TV, whether any letup or tightening of the TV restriction was being suggested or whether any other changes in the present plan are being discussed.

ADMIRAL Corp., Chicago, reported last week a sharp drop in net income for the quarter as well as nine months ending Sept. 30 compared with the same periods in 1950. Net income for the quarter totaled $1,306,735 or 68 cents per share, contrasted with $5,253,685 or $2.72 per share the year before. Sales for the 1951 period were $31,381,832, with $63,629,146 in 1950. The nine-month net income in 1951 was $5,400,156 equal to $2.80 per share, compared with $13,176,417 or $6.83 per share last year.

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RADIO and TV STATIONS
Profits Depend on
Efficient Personnel
Our Graduates are
Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by . . .
Network Professionals
Trained to . .
Do more than one job well
Understand your operational problems
Trained with . .
Complete TV and Radio Commercial Equipment
Trained under
Actual Broadcast Conditions
For Prompt Free Service
Call, Write, or Wire
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AM's COMEBACK

Radio Resurgence Told

RADIO's comeback after losing initial ground to television was described by John K. Herbert, NBC vice president in charge of network sales, at a meeting Oct. 26 of the Sales Executive Club in Winston-Salem.

After early TV encroachment into clients' advertising budgets, radio fought back, Mr. Herbert said, to the point where radio set sales are 10% greater than in 1950. Radio sets are outselling television sets by better than two to one.

Mr. Herbert said that one of radio's weak points had been in the field of advertising. "Over the years," he explained, "the heads of national advertising agencies, the Madison Avenue boys, had become our sales force—they were doing our work for us."

Then the video bombshell exploded on the market, he noted, and the radio networks suddenly found themselves without salesmen of their own.

Furthermore, Mr. Herbert continued, advertising rates had been kept at the same level for 10 or 12 years, despite a vast increase in the listening audience.

"All of a sudden we were forced into the position of having to reduce rates that were too low to start with," the NBC executive said. He noted that magazine and newspaper rates were rising.

The answer came with the realization, Mr. Herbert said, that we were "dealing with the best advertising medium of all, the persuasiveness and power of the human voice. We could offer flexibility, including the possibility of last-minute program or commercial changes."

"Furthermore," added Mr. Herbert, "we had comparisons with other selling values. We were selling circulations, which still showed network radio to be tremendously cheaper than the other mediums with which we were competing."

Also visiting Winston-Salem was Joseph H. McConnell, NBC president, who said that television has helped put radio on a "firmer, sounder foundation."

Radio is having to do a harder job to meet the competition of television, Mr. McConnell said. "It takes more people to operate radio now."

"But," he added, "I have never been more thoroughly impressed with the future possibilities of radio than I am now."

Mr. McConnell complimented WSJS Winston-Salem, stating that this NBC affiliate rated among the top four or five stations in the nation in "audience appeal and in relationship to the market it serves."

ERNEST H. SCOTT

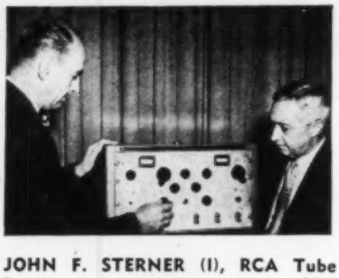
Founded Set Firm

ERNEST H. SCOTT, founder of E. H. Scott Labs., Chicago, and a pioneer in custom-built radio set manufacture, died in Vancouver, B. C. Oct. 27. He made his home there the last two years.

Mr. Scott sold his interest in the firm in 1944 after manufacturing custom radio sets since 1923. He was born in Australia and served three years with the Australian army in France during World War I. During World War II he helped sponsor the Anzac Hospitality Center for servicemen in Chicago.

MARS Expansion

EXPANSION of the Military Amateur Radio System (MARS) to include novices and technical or experimental amateurs has been announced by the Army Signal Office and Air Force communications. Any novice or technician class radio amateur may, under Part 12 of amended FCC Rules & Regulations apply for MARS membership. Applicant must be member of the armed forces or reserves, or civilian over age 21 who has necessary equipment to operate on 3497.5 mc. He must agree to operate, while on the military frequency, at such designated times and in such manner as prescribed by the MARS command director. Requirements were set forth at the American Radio Relay League convention, French Lick, Ind., Oct. 20.



JOHN F. STERNER (l), RCA Tube Dept. engineer, demonstrates for Milton J. Ackerman, manager of RCA's Test and Measuring Equipment Engineering Group, the newly developed RCA UHF sweep-marker generator which Mr. Sterner described last week in a technical paper delivered before the National Electronics Conference in Chicago.

BAKER AIDE CHOSEN

Takes Post at NPA

GEORGE HENYAN, an assistant to Dr. W. R. G. Baker, General Electric Co., Schenectady, N. Y., has been named to head the Components Branch of the Electronics Products Division, National Production Authority. He succeeds L. H. Niemann, who has resigned.

Mr. Henyan is in charge of tubes, transformers, resistors and other component parts. The Components Branch is one of three under that division, with Edmund T. Morris as director. Others are End Equipment and General Services. Mr. Henyan assumed his duties late last month.

Morris Returns

EDMUND T. MORRIS, director of the Electronics Products Division, National Production Authority, returned to Washington last Tuesday after a 25-day trip to Europe. Purpose of his tour was to review military application of electronics components as affected by the critical materials shortage. Mr. Morris, of Westinghouse Electric Corp., Baltimore, also heads the government's Electronics Production Board. He visited France, England, Switzerland, Italy, Germany and other countries. Mr. Morris was director of Westinghouse's Electronics & X-Ray Division.

WEDC ANNOUNCES

Unit Designated by NLRB

A UNIT of all announcers employed at WEDC Chicago was authorized by the National Labor Relations Board last Tuesday in a decision on a petition filed by the Chicago Local of American Federation of Radio Artists.

Station is licensed to Emil Denemark Inc., which is also an authorized Buick and Cadillac automobile dealer, and airs over 75 hours per week of English and foreign language programs. According to the petition, 11 announcers are employed for foreign language broadcasts and the remaining six for English shows.

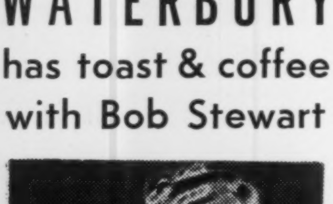
The AFRA local had sought a unit of all artists including actors, singers and English-language announcers. It claimed such a unit is appropriate because of the current bargaining pattern established in the Chicago area. WEDC felt all announcer-employes should be under one group, excluding actors and singers. Announcers are salaried, compensated for selling announcements or paid commissions.

NLRB ruled, however, that six foreign-language announcers are ineligible to vote in upcoming elections. They are classified as "time brokers," buying time from the station and reselling it to various sponsors. Technically, they are employes by virtue of compensation received from WEDC for making commercial announcements, but the board found their employment to be neither "frequent nor regular." They remain within the unit for collective bargaining purposes.

Actors and singers are employed occasionally by the foreign-language announcers but are compensated by the time brokers or sponsor, it was explained. Hence, they do not fall under the licensee's jurisdiction.

UNDER license arrangement with Western Electric Co., a deposited carbon resistor, known as Phaostron "Carb-ohm" is being manufactured by Phaostron Co., Pasadena.

WATERBURY
has toast & coffee
with Bob Stewart



HIT THE DECK
Mon. thru Sat. 7 to 9 A.M.

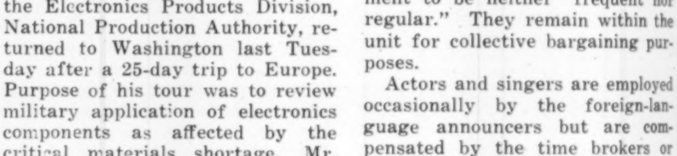
The recent Pulse survey shows more Waterbury people have breakfast with Bob than anyone else.

He sells them chicken feed, clothes, paint, frankfurters, and unmentionables.

He has more than 30,000 radio homes in which to tell your story.

Ask Avery-Knodel for the whole story on Waterbury and WBRY.

WBRY
5000 WATTS
CBS in Waterbury, Conn.



KGW carries the weight in the Oregon Market
DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

CANADA CLINICS

BMI Sets First for Winnipeg

FIRST of four program clinics to be held in Canada by BMI Ltd., will be held at the Royal Alexandra Hotel, Winnipeg, Nov. 10, under chairmanship of Harold Moon, assistant general manager of BMI Canada Ltd., Toronto, and Ed Rawlinson, CKBI Prince Albert, president of Western Assn. of Broadcasters.

Speakers at the one day session will be Jack Blick, CJOB Winnipeg, on "Radio and Community Service"; Bill Holm, WLPO La Salle, Ind., on "Importance of Local News"; Glen Dolberg, BMI New York, "Your Music Library"; Ted Cott, WNBC and WNBT-TV New York, "Building Station Personality"; John Leslie, WDGY Minneapolis, "Making the Most of Music"; Bill Walker, CKRC Winnipeg, "The Broadcaster Looks at Management"; and Dan Park, WIRE Indianapolis, "Radio Sales and Program Merchandising".

Luncheon chairman will be Bill Speers, CKRC Winnipeg, and luncheon speaker Carl Haverlin, BMI New York, who will talk about the BMI Young Composers Radio Award, and the Concert Music and Book Review Project.

'VOICE' EFFECTIVE

Thurman Barnard Relates

THE VOICE of America is helping the people of Czechoslovakia to relive the historical events that gave birth to their democratic republic, despite the efforts of the communists to implant their own version by "iron-handed" control of radio, press and films.

That conviction was expressed by Thurman L. Barnard, general manager of the State Dept.'s information program, in an address Oct. 28. He spoke before the Czechoslovak Sokol organization in New York City.

"The Voice of America is a voice the communists would like to still. It makes them uncomfortable, it thwarts their schemes and it shows up their lies. It irritates them no end, as they've admitted time and again," Mr. Barnard stated.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
3R's = 1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer

ENEMY TAKES RADIO FIRST

Research of Seoul Occupation Disclosed

AS INVADING communist armies roll up ground, they take immediate possession of radio stations and confiscate all radio receivers in the area.

While this is a generally known fact, it is detailed in a newly-published book, "The Reds Take a City," by Dr. John W. Riley Jr., chairman of the Rutgers U. Dept. of Sociology, and Dean Wilbur Schramm of the U. of Illinois. The book was published 10 days ago by the Rutgers U. Press.

Salient factor in today's battle action, as taken down in a report by the authors while spending three months in South Korea as members of a U. S. Air Force research team, is the use of radio to disorganize or panic the invaded peoples.

North Korean occupation troops' first concrete action was seizure of Radio Seoul, a 35 kw station covering all of Korea. Broadcasts were begun at once declaring the government had fled and the People's Republic was in control. The communists said everyone should return to work and all would be forgiven.

The authors say good military policy would "have dictated . . . destruction" of the station before it fell into enemy hands. If the reason was not the lack of an adequate demolition plan, the authors believe the station was kept intact up to the last minute in order to get off a fighting message to the people as a cover of government departure. A possibility was an existence of a fifth column in the station.

Brought Own Staff

The North Koreans brought with them men from their own radio system to handle jobs, including a chief engineer trained in Moscow, with less-important personnel kept in their jobs.

By placing engineers, writers and announcers, the occupation government controlled program content, but work putting it on the air was carried on by the usual South Korean personnel.

In the meantime, the Reds confiscated receivers in order to prevent listening to UN broadcasts. Reason given was that sets were needed for the military.

Next came the closing down of all newspapers with all news media sent to stations and re-opened newspapers via the Public Information Office. Political propaganda was placed in broadcasts, in the newspapers and in movies.

Dr. Riley and Dean Schramm observe: "This obviously was at the cost of entertainment on the radio . . . There was no charm in press and radio. It was mechanical propaganda." By their monopoly of all media, the Reds removed any need of competing for an audience.

Seoul citizens were forced to listen to shortwave news broadcasts from Japan or the Voice of America over hidden radio sets, the authors report.

Col. Ben C. Limb, Korean Republic representative to the UN, will present the book to the UN General Assembly in Paris this month as evidence of communist plans for conquest and enslavement.

Defense Orders

AN OUTLAY of $7.8 billion was let out in orders to electronics and other "hard goods" manufacturers during the period July-September, according to a summary of procurement obligations released last Monday. In addition to electronics, the category comprises aircraft, ships, tanks, weapons, ammunition, production equipment and other items. About $161 million of the $7.8 billion sum was set aside for Mutual Defense Assistance Program procurement, the Defense Dept. added. New totals brought hard goods procurement to $37.3 billion for the 15 months since start of the Korean war.

CBC DEFICIT

Shown in Commons Report

A DEFICIT of $1,271,874 in the fiscal year ending March 31, 1951, is reported by Canadian Broadcasting Corp. in its annual report tabled in Canadian House of Commons at Ottawa Oct. 25. The report shows revenues from receiver licenses, transmitter licenses, commercial programs and other sources at $8,301,379 for the year, with expenditures of $9,573,253.

The deficit this year compares with a deficit of $243,746 in fiscal year 1949-50. In the 1950-51 year CBC was uncertain of its financial future because of the investigation by the Massey Commission on Arts, Letters and Sciences, which has since recommended that CBC deficits be paid by a grant from the government. The CBC is a government corporation.

Expand Schedule

WBEN-FM Buffalo, and WBEN-TV, began early daytime operations last Monday. WBEN-TV, operating on Channel 4 (66-72 mc) with 10.2 kw aural and 16.2 kw visual, now signs on at 9 a.m. daily Monday through Friday. WBEN-FM, operating on 106.5 mc with 6 kw, now goes on the air at 5:30 a.m. Monday through Saturday and at 9 a.m. Sunday.

"MOO-LA" Buys Your CAKE MIX in WISCONSIN
WKOW takes the cake...
right to your best customers — people who want and need your product. Reach them the *low-cost* way — through WKOW's powerful, concentrated coverage. Bossy's "MOO-LA" — half a billion dollars' worth spent every year—will buy a lot!
Represented by Headley-Reed Company
Use WKOW-CBS 1070 k.c.
WISCONSIN'S MOST POWERFUL RADIO STATION
No station in the state gives you greater coverage than WKOW, blanketing the capital and the prosperous counties in central and southern Wisconsin. That's why WKOW-CBS is Wisconsin's biggest advertising buy!
WKOW-CBS MADISON, WISCONSIN

SHAMROCK HOTEL meeting of Texas stations included (seated, l to r): Kenyon Brown, KWFT Wichita Falls, NARTB District 13 chairman; Grace Spanihel, Foote, Cone & Belding; Graham Boone, Boone & Cummings Agency; Frank Carter, Ruthrauff & Ryan. Standing, Fred Nahas, KXYZ Houston; Robert K. Richards, NARTB; Don Reynolds, KFSA Fort Smith; Martin Campbell, WFAA Dallas; Ray Herndon, KTRH Houston.

TEXANS at annual district meeting in Houston included (seated, l to r): Robert Fender, RCA Thesaurus; John Langlois, Lang-Worth; Fifi Ginsburg, KFTV Paris; Louis Cook, KNOW Austin. Standing, Walt Davison, Lang-Worth; W. D. Rogers Jr., KEYL-TV San Antonio; John Devine, Standard Radio; Tom Kritser, KGNC Amarillo; Ted Taylor, KRGV Weslaco; Charles McDowell, ASCAP.

DISTRICT 13

Houston Meeting Asks Benton Plan Withdrawal

DIRECT appeal to Sen. William Benton (D-Conn.) to withdraw his legislation calling for creation of a radio-TV advisory council was made Tuesday by Texas broadcasters, meeting at the Shamrock Hotel, Houston.

Winding up a two-day session of NARTB District 13 members, delegates signed a telegram explaining they had unanimously adopted a resolution opposing the Benton legislation and arranged to send Sen. Benton a copy.

In the meantime, however, the broadcasters wired Sen. Benton to this effect:

"We solicit your consideration of a proposal to withdraw this proposed legislation. American radio has grown in three decades to such proportions that it commands a larger and more attentive audience than any other in any nation in the world.

"This growth has been accomplished in the American way according to the honest competitive principles of free enterprise. American radio is proud to stand upon its record of contribution to this nation's welfare. No less can be expected of the nation's television broadcasters who already have demonstrated their good faith with the American people by endorsing a code of principles for guidance.

"These free media do not require nor has their performance indicated the need for more government regulation such as your proposed legislation would impose. This is National Radio & Television Week, Sen. Benton, during which time we are observing three decades of American broadcasting.

"As one of the pioneers who launched its development as an advertising man, perhaps you might look back through the years as many of us are doing and reflect upon the magnificence of this medium's performance today against the background of its humble beginnings. We could hope that such reflection might deter you in your effort to add yet another regulatory body in a field of free communication."

Other resolutions adopted at the Houston meeting voiced confidence in work of BMI and its president, Carl Haverlin; asked the U. S. Government not to act on TV channel interchange with Mexico without full hearing; favored full support of civil defense agencies; thanked Texas stations for their part in Oct. 28 statewide broadcast during National Radio & Television Week; lauded administration of Kenyon Brown, KWFT Wichita Falls, district director; expressed approval of NARTB President Harold Fellows and headquarters staff; thanked Col. John J. Kelly and Lt. Robert B. Mackall for talks on armed forces place in radio and TV; thanked Oliver Gramling, vice president for radio, Associated Press, for illustrated talk on radio news; commended formation of new state association and urged district to help strengthen NARTB.

Resolutions Committee Members

Members of the Resolutions Committee were Roy Herndon, KTRH Houston, chairman; Gene L. Cagle, KFJZ Fort Worth; C. B. Locke, KFDM Beaumont; J. H. Speck, KCNC Fort Worth; Byron W. Ogle, KRGV Weslaco.

Mr. Brown presided at the meetings as district director. Opening speaker Monday was Mr. Haverlin. Robert K. Richards, NARTB public affairs director, outlined operation of the association headquarters staff. Jack Hardesty, NARTB station relations director, discussed advantages of local news.

During the afternoon meeting Mr. Fellows answered a series of questions about NARTB, following his address. Joining the discussion were Art Greene, KLTI Longview; Vann M. Kennedy, KSIX Corpus Christi; Tom Kritser, KGNC Amarillo; Gordon Baxter, KPAC Port Arthur; Frank O. Myers, KCMC Texarkana; Fred Nahas, KXYZ Houston.

W. D. Rogers Jr., KEYL-TV San Antonio, presided at a television clinic. Mr. Rogers is a member of the NARTB TV board. Others participating were Clyde Rembert, KRLD-TV Dallas; Jack Harris, KPRC-TV Houston; Ralph W. Minnoms, WFAA-TV Dallas. Richard P. Doherty, NARTB employe-employer relations director, took part in discussion of operating costs. He said a small station needs $175,000 income a year to get by, citing 10 small stations averaging $168,000 gross. He estimated it may be possible some day to operate with $125,000 gross, depending on the economic cycle.

Mr. Rogers advised those planning new TV stations to learn shortcuts and operating tricks of the trade by visiting video operations. He urged new TV managers to use care in selecting consultants having thorough radio-TV background. He warned that operation of the film department can make or break a station.

Need for Good Personnel

Mr. Rembert emphasized the importance of good personnel in the TV operation. Get a good consulting engineer and lawyer, and then start training men, he advised those planning to enter TV. A good broadcaster makes the best TV man, he said.

Mr. Harris stressed the importance of promotion by TV stations,

WCKY
COVERS THE SOUTH
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
L.B.Wilson WCKY CINCINNATI

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

HEAD-TABLE diners during BMI program clinic luncheon at Houston Oct. 28 included (seated, l to r): James R. Curtis, KFRO Longview; Gene Cagle, KFJZ Fort Worth; J. Leonard Reinsch, WSB Atlanta; Carl Haverlin, BMI president; Kenyon Brown, KWFT Wichita Falls; Harold Fellows, NARTB president; Ralph Wentworth, BMI. Standing, Bruce Collier, Liberty Network; Harry McTigue, WINN Louisville; Jack Harris, KPRC Houston; Martin Campbell, WFAA Dallas; Ray Herndon, KTRH Houston; Fred Nahas, KXYZ Houston; Glenn Dolberg, BMI; L. Patricelli, WTIC Hartford.

particularly in the case of dealers and the public. Stations should promote to build circulation, he said.

BMI held one of its series of station clinics Oct. 28, preceding the district session, with 129 in attendance.

J. Leonard Reinsch, WSB Atlanta, called for further development of radio programming. "Happy will be the day when the program director is fully aware of radio's fiscal operation and when the sales manager is appreciative of the program director's problems," Mr. Reinsch told the clinic.

Harry McTigue, WINN Louisville, called for "intelligent use of all types of music." He explained music can be both interesting to the listener and profitable to the sponsor. It can offset network programming to a considerable extent, he added.

L. Patricelli, WTIC Hartford urged full cooperation of management and sales departments with the program department. "Experiment in new programming techniques," he advised, "but rehearse the shows until you think they are right for listener acceptance."

Other clinic speakers included Glenn Dolberg, BMI station relations director; Charles Payne, KIXL Dallas; Mr. Haverlin; Mr. Cagle; Mr. Harris; James R. Curtis, KFRO Longview, and Blaine Cornwell, KWFT Wichita Falls.

Registration at District 13 Meeting

Adams, Dick, AP, Dallas; Arney, C. E., NARTB; Bagwell, Ken, KXYZ Houston; Barclay, Jim, RCA, Dallas; Barfield, Kenneth, KTRE Lufkin, Tex.; Baxter, Gordon, KPAC Port Arthur, Tex.; Bishop, Burton, KTEM Temple, Tex.; Bradbury, Bob, KPET Lamesa, Tex.; Bright, Ray, KTRH Houston; Brooks, Don, KSET El Paso; Brown, Clarke R., John Blair & Co., Dallas; Brown, Kenyon, KWFT Wichita Falls, Tex.; Bryant, Joe H., KCBD Lubbock, Tex.; Buford, Lucille, KGKB Tyler, Tex.

Cagle, Gene L., KFJZ Ft. Worth; Caldwell, Helen, KFDM Beaumont; Campbell, Martin, WFAA-TV Dallas; Christenson, Royce, KTRE; Clough, Charles E., KWFT; Collier, Bruce, Liberty Broadcasting System, Dallas; Cook, Louis R., KNOW Austin; Cornwell, Blaine, KWFT Wichita Falls; Cosse, Clayton, Forjoe Co., Atlanta; Crockett, Dave, KCMC Texarkana, Tex.; Crouchet, George, KPAC Pt. Arthur, Tex.; Curtis, James, KFRO Longview, Tex.

Danbom, M. E., KTBB Tyler; Davison, Walter, Lang-Worth, Hollywood; Deason, Bill, KVET Austin, Tex.; Devine, John, Standard Library, Oklahoma City; Doherty, R. P., NARTB; Evans, Bud, KXYZ; Fellows, Harold E., NARTB; Fender, Bob, RCA, Dallas; Fry, Howard H., KFDX Wichita Falls; Gale, Jack, UP, Dallas; Glusing, Ben A., KINE Kingsville, Tex.; Gramling, Oliver, AP, New York; Grauel, Hugh, World Broadcasting, New York; Greene, Arthur, KLTI Longview, Tex.

Hamilton, Ray V., Blackburn-Hamilton Co., Chicago; Hardesty, Jack, NARTB; Harding, George, The Branham Co., Dallas; Harris, Jack, KPRC-TV Houston; Hart, Lee, BAB, New York; Hawkins, Lloyd, KLTI Longview; Herndon, Ray, KTRH; Hill, Fred, KTRE Lufkin, Tex.; Hills, Ted, KXYZ Houston; Holt, Brooks, KDNT Denton, Tex.; Hughes, E. C., KEYS Corpus Christi; Jackson, Aubrey, KRGV Weslaco, Tex.; Jacobs, Tom, KTRH; Johnson, Mott M., KFDX Wichita Falls; Jordan, Charles B., KABC San Antonio; Joseph, Kenneth, SESAC, New York.

Kellam, K. K., KCNC Fort Worth; Kennedy, Vann M., KSIX Corpus Christi; Kirksmith, Jim, Liberty Broadcasting System, Dallas; Kline, Willard, KEPO El Paso; Kritzer, Tom, KGNC Amarillo; Lally, Ed, WBAP Ft. Worth; Langlois, John, Lang-Worth, New York; Lewin, Richman, KTRE; Locke, C. B., KFDM Beaumont; Long, Maury, BROADCASTING • TELECASTING, Washington; Lynch, Frank J., KBYE Oklahoma City.

McClellan, Bob, KTXL San Angelo; McDowell, Charles, ASCAP, Dallas; McIntosh, Sid, KTFY Brownfield, Tex.; Marti, George, KCLE Burleson, Tex.; Martin, Murphy, KTRE; Mayes, Wendell, KNOW; Mayfield, Bill, KCMC; Morris, Dave, KNUZ Houston; Myers, F. O., KCMC; Nahas, Fred, KXYZ; Newberry, Mack, KPAC; Nimmons, Ralph, WFAA-TV.

Ogle, Barney, KRGV; Parsons, Nellie, KEPO El Paso; Perley, Cal, KLEE Houston; Pierce, Bill, Standard Rate & Data, Chicago; Pink, Jack L., KONO San Antonio; Rembert, Clyde, KRLD Dallas; Reynolds, Don, KFSA Dallas; Richards, Bob, NARTB; Roberson, Howard, KLYN Amarillo; Robinson, King, KATL Houston; Rogers, W. D., KEYL-TV San Antonio; Roth, Gene, KONO San Antonio; Ryan, William, BAB, New York.

Scovill, Edward, CBS, New York; Segal, David, KFTS Texarkana; Shepard, H. V., KDNT Denton, Tex.; Speck, J. H., KCNC; Stanley, Ruby, KIMP Mt. Pleasant, Tex.; Stine, Al, AP, Kansas City; Stubblefield, Bill, Associated Program Service, New York,; Tarter, George L., KCBD Lubbock, Tex.; Taylor, Ted, KRGV Dallas; Thady, George, KSET; Thompson, Bud, KFYO; Thompson, Gordon, KFYO; Tucker, Durward J., WRR Dallas.

Vickers, Marjorie R., KPAC; Vratis, Socs, KOLE Pt. Arthur; Weis, Pierre, World Broadcasting, New York; Weiss, George, *Sponsor*, Chicago; Wells, Melbadean, KULP El Campo, Tex.; Wenger, Wiley, RCA, Dallas; Wofford, Kelly, KEYS Corpus Christi; Worley, David R., KTFY Brownfield, Tex.; Wright, C. C., KCMC.

BMI SPEAKERS

Announced for Clinics

MAJOR speakers have been lined up for the next three Broadcast Music Inc. clinics sponsored in cooperation with state broadcasters' associations. Appearing today (Monday) at the meeting in Billings, Mont., are Glenn Snyder, general manager, WLS Chicago, speaking on "The Future of AM Radio"; George Kendall, program director, WJLB Detroit, "Music Unlimited," and Daniel C. Park, general sales manager, WIRE Indianapolis, "Selling Local Radio and Merchandising in Today's Market."

Mr. Kendall and Mr. Park also will speak at the Nov. 7 session in Aberdeen, S. D., and Nov. 9 at St. Paul, when Charles Caley, vice president and general manager of WMBD Peoria, Ill., will replace Mr. Snyder.

The St. Paul-Minneapolis meeting also will have as speakers George Higgins, managing director of KMBC Kansas City, "Program Sales and Management Must Work Together"; Carl Vandagrift, program director, WOWO Ft. Wayne, Ind., "Smooth Production"; Bill Holm, general and commercial manager, WLPO LaSalle, Ill., "The Importance of Local News," and Bruce Wallace, manager, WTMJ-AM-TV Milwaukee, "Seeking the Right Type of Public Promotion Broadcasts."

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Hold the
TEXARKANA MARKET
in the palm of your hand

KCMC
KCMC-FM

TEXARKANA, TEXAS
ABC-TSN

Put KCMC's programming know-how behind your sales message—where dollars flow from oil, agriculture, manufacturing, livestock. Dollars to buy your products!

239,330 PEOPLE
LIVE WITHIN KCMC AM-FM .05M V/M AREA

Okla.
Ark.
Texarkana
Texas
La.

Frank O. Myers, Mgr.
Represented by O. L. TAYLOR CO.

KAMD CAMDEN, ARKANSAS

KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is the home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.

BENTON PLAN *Debated In 'Saturday Review'*

THE NOV. 3 ISSUE of *The Saturday Review of Literature* presented a "debate" on the Benton plan for government-authorized citizens' supervision of radio and TV programming, but with the debaters seemingly cast in reverse roles.

Supporting Sen. William Benton's (D-Conn.) widely discussed plan was Raymond Rubicam, who as a former president and board chairman of Young & Rubicam, advertising agency, helped bring the commercial system of broadcasting to its present estate.

On the other side of the fence, presenting the commercial broadcasters' viewpoint, was Maurice B. Mitchell who, in hewing to the commercial-broadcasting line he has consistently followed, was opposing the views of his boss.

Mr. Mitchell is vice president and general manager of Associated Program Service. Sen. Benton is board chairman of the Muzak Corp., one of whose divisions is Associated Program Service. Mr. Mitchell said his boss has created such a furore with his plan that broadcasters "are actually at the point of boycotting" the Senator's business.

In his bill for a Citizens Advisory Board to advise Congress, FCC and the public on how radio and TV are behaving, Mr. Rubicam declared in his portion of the written "debate," Sen. Benton "is certainly on as sane and reasonable ground as any man could be." It's censorship in the broadcasters' opinion, Mr. Mitchell retorted. And the broadcaster "will fight to the bitter end,' he predicted, adding: "So would I."

The main platforms of Mr. Rubicam's arguments which were disclosed by Sen. Benton in advance in a speech on the Senate floor:

Radio isn't serving the public as it should, largely because it is "dominated" by the advertiser; this "monopoly" by the advertiser reduces the public's choice of programs to a matter more of theory than of fact; from the public's standpoint, radio-TV programming ends where it should begin; printed media do not suffer from radio's restrictions, where public education is concerned, because, among other reasons, "advertisers in newspapers and magazines do not select or control the editorial contents of those publications"; radio and TV are going to have more and more influence; pay-as-you-see systems of home box- office television, therefore. can contribute mightily to solution of the problem because they will permit the offering of "a wide range of programs appealing to much smaller groups of people than the advertiser would find possible," while at the same time providing the funds necessary for production of such programs [B•T, Oct. 29].

However high his feeling about subscription TV, this was only "secondary" to his faith in TV operations by educational institutions.

"Television, made free to serve the full range of public interest, and not confined to the narrow range of advertiser interest, is the best hope I know of to help us meet the strain which modern complexity puts on the process of self-government in a free society," Mr. Rublicam said. "Apart from television's power to entertain, its power to inform is far beyond anything we have known, and far beyond what we now see."

Regardless of what the Voice of America tells the people abroad, he said, "the kind of a people we are in action at home will speak much louder and in greater volume. No medium like television has ever before existed to reflect our character and actions now, and to help mold them for the future. Except for the military defense, what question is there before the country which is half as important today as the question of the uses that will be made of television?"

In his response, entitled "It's Still a Business," Mr. Mitchell reminded readers that broadcasting is conducted by people with "millions" invested "in a pioneer development, an investment that in every case required courage and faith." These investors think Sen. Benton's bill "threatens their investment," he pointed out, continuing: "Consider the problem of the broadcast and TV station operator. He has a bear by the tail. He operates the most potent communications force that civilization has ever known. Under our system of business life, he has to operate this force as a solvent business. No profit—no radio, no TV. And it often seems to him that every obstacle ever conceived to plague and harass a businessman is put across his path. He thinks this new proposal will make his burden intolerable."

Mr. Mitchell asserted that "certainly nobody can accuse Sen. Benton of self-interest in this project." and also cites the Senator's "lifelong record of . . . militant defense of free speech and a vigorous fight against censorship." Nevertheless, in Mr. Mitchell's view, Sen. Benton and the other supporters of his plan "should take time to study the nature and extent of the broadcasters' opposition."

Mr. Mitchell cited broadcasters' fear of FCC censorship, and their faith in the "on-off" knob on a radio or TV set as the true device by which the public registers its opinion of programming. FCC's "Blue Book" on programming "is history," but Sen. Benton's bill "has reopened the whole question," he declared.

"The broadcasters think that the kind of radio and TV that would result from this proposed legislation would not be profitable to operate as private enterprise," he said. "It would have a smaller audience and there would be fewer advertisers. The investment in dollars and skill and faith of hundreds of small businessmen, the station owners, would be threatened and quite possibly wiped out. . . ."

Broadcasters don't think the Benton Bill will be enacted, he said, because they are convinced it would "destroy the American system of radio as it exists today"—and they "know" the public does not want that to happen. Speaking of the broadcasters, he continued:

"They are sure they can prove this. For years now they've spent millions of dollars more than any other medium—more than the newspaper and magazine people put together—trying to find out what people want to hear . . . and see.

"The facts gathered by this research prove to them, year after year, that the public does not look to radio for more of the kinds of programs its critics say it should feature. The facts show that people don't want them. They won't listen to them. They won't watch them.

"And the broadcaster knows that if he tries to force his audience to listen to programs they don't want, there will soon be no audience, and maybe no radio. . . ."

Radio, Mr. Mitchell conceded, may not be all that people want it to be. But it is still "a communications force so vital to the nation that anything that would tend to weaken it seems to the radio industry only to be classed as sabotage."

He wrote: "I have often heard radio men remark that our enemies can do no more effective piece of damage to this nation's readiness and vitality than to jam our radio stations—not electronically from outside—but culturally, from within, by simply loading its program schedule with 'helpful educational talks and discussions,' material that they are persuaded would surely reduce its effectiveness in quickly reaching masses of the people."

Mr. Mitchell concluded:

"In the short three decades of commercial radio, station operators have seen a tremendous growth in the national literacy rate. . . ."

"They believe that, without receiving much credit for the job and indeed without having consciously tried to achieve the effect, radio has been primarily responsible for this acceleration in public awareness. . . ."

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ROCK ISLAND • MOLINE
EAST MOLINE • DAVENPORT
a unique combination of 4 cities in 2 states - on the Mississippi River

The Quad-Cities are humming like a 4-motor plane. Famed as the "Farm Implement Capital of the World", this metropolitan area is also home of the Rock Island Arsenal, plus 300 other diversified industrial plants. The Quad-Cities are humming with production; likewise with retail activity. Use WHBF to sell your goods to Quad-Citians whose Effective Buying Income per capita ranks 14th among 162 metropolitan areas.

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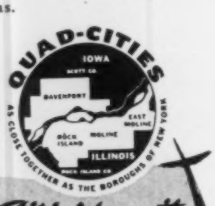

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WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
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REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

GROWTH TRENDS

Commerce Dept. Reports

CHANGES IN PER CAPITA INCOME PAYMENTS TO INDIVIDUALS IN THE UNITED STATES, 1929 TO 1949, BY REGIONS

	Per capita income payments, 1929		Per capita income increase, 1929 to 1949			Per capita income payments, 1949	
Region	Amount	Each region as percent of United States average	Rate of increase, per-cent	Amount of increase	Each region as percent of United States average	Amount	Each region as percent of United States average
Middle East	$926	136	69	$639	98	$1,565	118
Far West	865	127	86	745	115	1,610	121
New England	838	123	67	557	86	1,395	105
Central	720	106	96	694	107	1,414	106
United States	680	100	96	650	100	1,330	100
Northwest	534	78	138	739	114	1,273	96
Southwest	464	68	151	720	108	1,166	88
Southeast	344	51	156	538	83	882	66
Range from highest to lowest	582	85	89	207	32	728	55

* * *

GROWTH trends in the last two decades have leveled off to a marked degree the economic differences among regions of the United States, according to an analysis released Thursday by the Dept. of Commerce.

Most comprehensive survey of regional economic trends published in recent years, the study is entitled "Regional Trends in the United States Economy." It is a supplement to the "Survey of Current Business." Another supplement, the 1951 edition of "National Income," also was released recently by the department's Office of Business Economics [B•T, Oct. 8].

The new study offers "an extremely valuable guide to business organizations in the planning of sound marketing programs," according to the department, providing a basis for understanding past economic developments and for evaluating probable future trends.

Copies of the regional document may be obtained at $1 each through field offices of the Dept. of Commerce or from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

On Regional Basis

Data are analyzed on a regional basis in the new study, presenting the differences among the seven major areas in per capita income and rate of income growth. Detailed explorations cover influences bearing upon income relationships, including raw materials, industrial composition of the labor force, agricultural output and movements of the population. There are chapters covering population, production, investment and retail sales.

New England and Middle East regions, long heading the country's economic growth, have continued their normal growth trends, but the Far West, Southwest and Southeast have grown much faster, thus accounting for much larger relative shares of many national economic activities than was the case a generation ago.

The Central region, standing between the industrial East and the growing South and West, has progressed at about the same rate as the nation as a whole.

Flow of income into the Far West rose 227% between 1929 and 1949 compared to the national average of 139%.

Varying rate of economic growth in the several regions was made possible to an important extent by the extreme mobility of American population and of investment capital, the study shows. Development of transport and the large stock of private autos made it easy for individuals and families to move around in search of jobs, a new climate or other economic-social stimulus.

Pattern Shifts

Pattern of production, investment and retail trade shifted during the two decades. The Central region is more than ever the center of commodity output, accounting for a third of the total. It also has the largest stock of fixed capital.

Retail sales, on the other hand, are highest on a per capita basis in the Far West—$1,024 in 1948 compared to the national average of $890—in accordance with the region's high per capita income.

Three main factors were cited in accounting for regional variations in the rates of growth of per capita income: Uneven geographic distribution among the seven regions of industries with fast-rising and slow-rising incomes; regional variations in the rates of flow of new capital, and regional differences in the rates at which property income rose.

Income of all individuals rose 140%, from $83 billion to $198 billion, in the 1929-49 period. Due to the depression of the '30s, all of the increase was concentrated in the second decade.

The increase of population in the Far West—74%—was associated with the 227% growth of income in the two decades, largest for any region. Population growth was unusually rapid in most of the Southwest, where aggregate income registered the second highest relative gain.

IRE Meet Set

CINCINNATI Section of Institute of Radio Engineers last week announced that the spring technical conference of IRE will be held in that city April 19, 1952. Conference will be devoted to color and UHF television, with prominent national speakers scheduled to take part in the symposium.

HIGGINS TO CBS

As Market Research Counsel

HUGH M. P. HIGGINS, former director of Broadcast Advertising Bureau, has been named market research counsel for CBS Radio succeeding Edward Shurick, who transferred from that post to CBS Television as an account executive [B•T, Oct. 22].

Mr. Higgins' appointment is being announced by John Karol, CBS Radio vice president in charge of sales. It is effective immediately.

Joined BAB in 1950

Widely known in the broadcasting field, Mr. Higgins became BAB director in September 1950 and from 1948 until that time had been part owner, vice president and general manager of WMOA Marietta, Ohio.

Before his entry into the station ownership-management field, he was assistant director of the broadcast advertising dept. of NAB from 1945-48. During World War II he served in the Army Air Corps, reaching the rank of lieutenant colonel. Before the war, he was with NBC in Washington as sales and program promotion manager for the network's owned-and-operated stations in that area. He was born in Chicago in 1905 and was graduated from Creighton U., Omaha.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

RADIO ONLY

Sorry, No TV!

That's right! Television is still a "thing-to-come" in these markets . . . SO — here, you've got Radio Listeners—who listen to—

KFSA
Fort Smith
ARKANSAS

Great Locally!

KBRS
Springdale
ARKANSAS

PLUS
ABC

KHBG
Ohmulgee
OKLAHOMA

Represented Nationally by
JOHN E. PEARSON CO.

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President
Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

book reviews

THE TELEVISION PROGRAM. Edward Stasheff and Rudy Bretz. A. A. Wyn Inc., 13 W. 48th St., New York 19. 349 pages. $4.95.

A PRACTICAL guide to television writing, directing, and producing, the book is divided into four parts. Part I covers TV programs, how they differ from other media, types of formats, and fundamental units in camera-work terms. Parts II and III explain TV writing with chapters on self-regulation codes, general continuity, the semi-scripted show, fully scripted show, avenues of approaching a script, transitional devices, and ways to carry exposition. Part IV explains what a director and producer are required to do and how they do it, from organizing rehearsals to getting the show "on the air."

Volume is well stocked with photographs, diagrams, and sample scripts, many of which are reproductions of working scripts, complete with pencilled notes in the margins. Photos of actual camera shots, superimposed upon directorial notations, show the final result of a cue.

Authors are men experienced in both television and education. Mr. Stasheff is supervisor of television for New York City Board of Education, and a former assistant program manager for WPIX New York. He served as Educational Consultant to CBS-TV from 1945-47 and teaches radio and TV at Columbia and the U. of Mich. Mr. Bretz is a TV consultant, former writer-director for CBS-TV and production manager for WPIX New York. He has taught television for over five years at schools including the City College of New York and Theatre Wing Professional Training Program. The book is a detailed, yet readable explanation of what goes into the television camera—and how.

* * *

OPERA FOR THE PEOPLE. Herbert Graf. U. of Minnesota Press, Minneapolis 14, Minn. 289 pages. $5.

FULL discussion is given telecasting of opera in this book which is primarily about the production and staging of the musical work. A chapter is devoted to "Opera in Television" by the author, Herbert Graf, who is stage director of the Metropolitan Opera.

The author says: "Whatever its troubles with concert music, television comes into its own as a medium for transmitting all forms of musical-dramatic art: Vaudeville, musical comedy, ballet, light opera and grand opera."

Noting the peculiarities of camera work in telecasting opera, Mr. Graf stresses TV's ability to give opera a popular appeal . . . it's a "natural." However, he says, the very nature of television technique demands production methods which emphasize quality rather than quantity . . . "television can be the most decisive medium for forcing opera to take off its top hat and enter the American home."

* * *

50 YEARS OF AMERICAN COMEDY. Bill Treadwell. Exposition Press Inc., 386 Fourth Ave., New York 16. 241 pages. $3.

WRITTEN in short-sentence, punchy style, this book takes a light, whimsical view of American comedy traced through the years of the entertainment business—medicine shows, burlesque, variety stage, minstrel shows, smokers, vaudeville, radio and now television.

Mr. Teadwell makes his point: Comedy now is a big business and attempts to do the very difficult—make people laugh. Mr. Teadwell has spent 20 years writing comedy for newspapers, magazines, radio and TV. He weaves many of his gags through the pages of his book. Mostly, the book deals with the great names of show business.

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

NEWEST state radio group is Texas Assn. of Broadcasters, formed Oct. 18 in Fort Worth [B•T, Oct. 29]. Officers are (standing, l to r): Willard Deason, KVET Austin, secretary-treasurer; J. M. McDonald, KCRS Midland, president; Gillis Conoley, KTAE Taylor, vice president. Directors (seated): Tom Kritser, KGNC Amarillo; Lloyd Hawkins, KLTI Longview; Melbadean Wells, KULP El Campo; Boyd Kelley, KTRN Wichita Falls; Garfield Keil, KWED Seguin.

EDUCATION DISCS

Offered in Salt Lake City

SERIES of educational program transcriptions is being made available to radio stations, music libraries and educational groups at cost by the Salt Lake Junior League. Series is titled *When the World Was Young* and is designed for children.

The 13-week series was prepared in cooperation with the radio-drama department of the U. of Utah. Director is Mrs. Louise Hill Howe of KSL Salt Lake City. Programs are offered by the league as a non-profit, public enterprise feature. Further information may be obtained by writing Mrs. Dean Spear, 3550 Oakwood Ave., Salt Lake City.

CANADA AD TIPS

Given in New Booklet

TIPS about advertising in Canada have been published in a new booklet by the Canadian Council of the International Chamber of Commerce. It shows how advertising, useful in the United States and Great Britain, cannot be applied without change in Canada. The brochure cautions that "advertising in Canada is predominantly Canadian in character." Geography, climate, ethnic derivation, politics and economics have combined to develop a distinctive set of national characteristics that call for distinctive advertising.

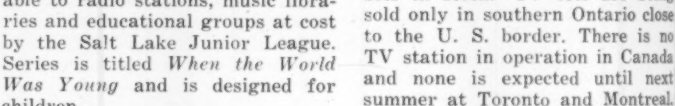
The booklet points out that Canadians are more conservative in taste than Americans, that there is a distinct French-Canadian market, that Canada has five distinct economic zones, that the populated area of Canada extends along a strip bordering the United States.

Booklet was prepared by G. C. Hammond, vice-president of Cockfield, Brown & Co., Montreal advertising agency. It tabulates all Canadian media, lists 155 Canadian radio stations (124 English, 31 French) and three networks.

Canadian Set Market

EFFECT of Canadian credit curbs and 25% excise tax on radio and television sets has been felt by manufacturers and dealers in recent months, according to a report of the industry. There is now considerable price cutting by dealers to move both radio and television sets in stock. TV sets are being sold only in southern Ontario close to the U. S. border. There is no TV station in operation in Canada and none is expected until next summer at Toronto and Montreal. Canadian plan to make price fixing by manufacturers illegal, also is having its effect in further slashing retail prices of receivers. Some TV sets are now being offered at $200 below retail list price.

JAMES THOMAS CHIRUGE Co., N. Y., advertising agency, for third successive year has won award in *Financial World's* competition for annual reports.



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RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-892R, $362**

RCA-891R. Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-891R, $362**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
Broadcast Division
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Call: HAymarket 1-7019

milestones...

► Salute to Jack Benny, marking the comedian's 20th anniversary in radio, will be broadcast Friday, Nov. 9, 9-9:30 p.m. EST over CBS Radio, originating in New York, and rebroadcast 11:30 p.m.-midnight. Programs will take place during testimonial dinner given for Mr. Benny by the Friars, New York theatrical fraternity, during which CBS Board Chairman William S. Paley and Eighth Army Commander Gen. James A. Van Fleet will appear with others in salutes to the veteran radio star.

► KIRO Seattle and its general manager, Loren Stone, both celebrated a milestone last Oct. 15. For Mr. Stone, it was his 16th anniversary with KIRO. It also was 16 years ago, on that date, that the station adopted its present call letters, moved to 710 kc and boosted its power to 500 w. KIRO now operates with 50 kw on 710 kc as a CBS affiliate.

► SPECIAL program saluting Mildred Carlson on her 21st anniversary as conductor of *Home Forum* was aired by WBZ Boston and WBZA Springfield Oct. 26. Immediately after regular broadcast, WBZ Manager W. C. Swartley and other station executives joined in salute. Program reviewed Miss Carlson's background in radio and as dietitian in a noted hospital, as well as her talents in home economics, art and interior decoration. Miss Carlson has received numerous awards and citations for public service broadcasts.

► *Harlem Amateur Hour*, heard weekly over WMCA New York, 11 p.m. midnight,—said to be the oldest continuous program of its kind in radio—has begun its 20th year of broadcasting. Carried by WMCA from the stage of the Apollo Theatre in Harlem since the fall of 1932, the show has been responsible for debuts of such Negro artists as Ella Fitzgerald, Sarah Vaughan, Billy Eckstine and Thelma Carpenter. In earlier years, *Amateur Hour* was the only radio outlet for Negro bands. Hence WMCA audiences were first to hear such notables as Duke Ellington, Count Basie, Chick Webb, Jimmy Lunceford and Cab Calloway.

► C. T. Lucy, general manager of WRVA Richmond, Va., was given a surprise party by station personnel Oct. 8 to celebrate his 60th birthday.

► Charles J. (Chuck) Lanphier, president and general manager of WFOX Milwaukee, Wis., Nov. 2 celebrated his 21st year in radio, 15th in Milwaukee and his 41st birthday anniversary.

► The *Student Radio Club*, aired Sunday over WCOP-AM-FM Boston, celebrated two birthdays last month. Program completed 16 years of broadcasting and its first full year under General Foods sponsorship. Among those on hand were Hank Lundquist, WCOP program manager; A. N. Armstrong Jr., WCOP national sales manager; Ellie Dierdorff, WCOP chief announcer; Mrs. Virginia Lyons, program producer, and George Rader, Northeast district manager for General Foods.

► WKBH La Crosse, Wis., climaxed a multiple-media campaign calling attention to its 25th anniversary with a special program last month. For a month previous, all station breaks included an anniversary tagline. Three 15-minute weekly broadcasts built up interest by tracing origins of major local shows now on the air. Among shows saluted was the Erickson Bakery *Kiddie Hour*, sponsored continuously by the same company since 1926.

► ABC was lauded by Secretary of Defense Robert Lovett for its "generous contribution" of public interest time as part of second anniversary broadcast *Time for Defense* Oct. 22. ABC President Robert Kintner said his network was proud to air public affairs program. Comedian Sid Caesar and Screen Actor Ray Milland appeared on anniversary show, transcribed in Washington Oct. 17. Mr. Milland delivered message on Armed Forces blood donor campaign in which broadcast industry is cooperating. Program is heard Monday, 9-9:30 p.m. EST.

SDBA SESSION

BMI, TV Headline Agenda

BMI program clinic and the future of television in South Dakota will headline the fourth annual conference of the the South Dakota Broadcasters Assn. at Aberdeen this week. Other topics at the meeting, to be held at the Hotel Alonzo Ward, comprise newspaper-owned stations and network rate cuts.

The BMI clinic will begin the Wednesday morning session under the chairmanship of Carl Haverlin, BMI president. Session was arranged by Glenn Dolberg, BMI stations relations director, and Al Marlin, field representative.

Featured speakers are Orville Burda, general manager, KDIX Dickinson, N. D., on "Promotion of Local Audience"; Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D., "Programming Begins in the Front Office"; Ray V. Eppel, general manager, KORN Mitchell, S. D., "Operating on a Limited Budget," and Orrin Melton, news director, KSOO Sioux Falls, S. D., "Good Radio News Makes Dollars and Sense."

A BMI luncheon, afternoon session, Associated Press meeting, refreshments and banquet round out the Wednesday program. Robert J. Dean, SDBA president, will give the welcoming address that evening.

Byron McElligott, manager of KSDN Aberdeen will speak on "Newspaper - Owned Radio Stations" at the opening Thursday morning session. Other topics and speakers: "Affiliate Stations and Network Cut in Rate," Don Sullivan, WNAX commercial manager; "Will Television Come to South Dakota?" Robert Mulhall, operations director, WOI (Iowa State College), and "Audience Surveys and the Forgotten Listener," Mr. Dean, also manager of KOTA Rapid City, S. D.

Mr. Dean will give a demonstration on selling, programming and promotion of KOTA and KOZY (FM) Kansas City, Mo., during breaks in the two-day convention schedule. An afternoon panel, with Mr. Dean presiding, will be conducted on political rates and question of free time to opposing political parties. North Dakota Radio Broadcasters will be guests.

WTAM Cleveland, for the fourth straight year, has raised more than $10,000 for the Society for Crippled Children in Cleveland. In less than two-weeks station had collected donations from some 55 counties in three states.

WIBA
MADISON
WISCONSIN
NBC

This Fall
More Local Sports
are Being Broadcast
on
W I B A
Than on any other
Local Station

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310... ESTABLISHED 1925

On the
BEAM
WITH
WINCHARGER
Radio
TOWERS
Ahead
of them
All!
WOC

Wincharger type 300 tower is the pride of the industry from coast to coast.

Here is illustrated an actual installation at Station WOC Davenport, Iowa. AM - FM - TV complete in one super-duty tower.

Let Wincharger help you engineer your next antenna tower project. Be ready the moment new TV channels are available.

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CORPORATION
SIOUX CITY, IOWA
PHONE 2-1844
DEPT. 3

programs promotion premiums

'MOVIETIME USA'

WHHM Memphis, Tenn., and WBRD Fort Lauderdale, Fla., reported last week on their "Movietime USA" promotions. WHHM landed 10 of the stars, who are making appearances around the country, on its famed *1340 Club* for interviews. WBRD featured special broadcast from local theatre where Barbara Payton, one of the stars on the nation-wide tour, congratulated winner of local "Miss Southern Belle" contest.

• • •

COVERAGE REPORT

WFMY (TV) Greenboro, N. C., has prepared and distributed coverage report on reception for use by advertisers and their agencies. New report gives viewers' comments on new power increase and its effect on their reception. Piece also contains information on market figures for 50 mile area.

• • •

CRUSADE FOR 'CRUSADE'

WFIL Philadelphia, used mobile unit to tour city seeking enrollment for Crusade for Freedom and to gather contributions for fund. Dinah Washington, noted recording artist, joined station Announcer Shelly Gross, on tour. Singer Bill Lawrence, of Arthur Godfrey fame, also appeared during rally.

• • •

POLITICAL SHOW

KFWB Hollywood, Nov. 5 starts thrice weekly public service program *Let's Talk Politics*, Mon., Wed., Fri., 9:30-9:45 p.m. with Leslie Claypool, political editor of *Los Angeles Daily News*, as commentator and handling interviews of political figures. Air time will be provided impartially to all 1952 political candidates and both sides of controversial questions presented. There will be no commercial sponsor. Program is not for sale.

• • •

LATE EVENING OPERA

KISW (FM) Seattle, *FM Concert Hall*, Sun. through Sat., 8 p.m. until sign-off, sponsored by The Record Shop, Seattle, and RCA Victor. Two-hour record show features different operas nightly.

YOUNG PROMOTION

PROMOTING sponsor Kroger Company's 69th Anniversary and the *Alan Young Show* on WSAZ-TV, station recently mailed salt and pepper shakers to all "Youngs" in the Huntington and Charleston, West Virginia telephone directories. Accompanying note promoted Kroger "tender A" beef and the *Alan Young Show* for "seasoned" entertainment.

★ ★ ★

KIDS GIVE VIEWS

KFJZ Fort Worth, Texas, in cooperation with Junior League of Fort Worth, presenting *Young America Thinks*, featuring fourth, and sixth grade students giving their views on world problems. Porter Randall, station newscaster, interviews youngsters on all types of international subjects. Prior to show going on air Mr. Randall broadcasts one of his daily newscasts from school.

★ ★ ★

CHURCH TELECASTS

KTTV (TV) Los Angeles, *Great Churches of the Golden West*. Sun., 11 a.m.-12 noon (PST). Telecasting of services from various churches all over city to acquaint viewers with different religious denominations as well as providing services for those unable to attend church. Weekly services also include the history of each particular church where services are emanating from; history of the denomination of the church and explanation of the various rituals and their difference from other faiths. Rev. Clifton Moore, pastor of First Presbyterian Church of Hollywood, is narrator. Ed Roden, KTTV, is director. Program is being presented as a public service by Inglewood Park Cemetery Assn., L. A.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, *General Manager*

CHILDREN'S SHOW

KPIX San Francisco promoting its children's adventure series, *Captain Fortune*, with handsome sepia colored folder sent to trade. Folder carries series of pictures of show's star, Pete Abenheim, surrounded by juvenile guests in scenes from the production. Text describes program as exciting half hour for the "little people" full of adventures for all and, specifically, "Sales Adventures for You." Extends invitation to "join our satisfied list of sponsors for top sales results on one of Bay Area's outstanding teleshows."

• • •

FRENCH PROMOTION

M-M-M stands for moola-la in the red, white, and blue folder CBS-TV spot sales has put out to advertise its *Holiday in Paris* series. Catchy cut shows three people standing around a kiosk, reading signs done in the French manner. Copy explains: C'est bon . . . 13 musicals of authentic night life filmed in Paris; C'est magnifique . . . with continental entertainers like Edith Piaf and Charles Trenet against such backdrops as Montmartre and the Champs Elysees; C'est charmant . . . the leading lady, that is, whose name is Dolores Gray and who was identified unanimously by critics as a 'stunning new star' of Broadway when she opened in the current musical hit, *Two on the Aisle;* C'est profitable . . . the show means beaucoup TV viewers for a quick-acting advertiser . . . and beaucoup moola."

• • •

EDUCATIONAL TV

NEW YORK City Board of Education last week granted permission to four cities in the New York metropolitan area—Jersey City, Newark and Bayonne, N. J., and Great Neck, L. I.—to cooperate in the television series, *The Living Blackboard*, produced jointly by Board of Education and WPIX (TV) New York. Board of education officials in four areas are now making television classes an official part of their program for homebound students.

• • •

NETWORK SHOW

WNAT Natchez, Miss., broadcast first network show ever to originate from city. Station carried commentaries of Pauline Frederick, ABC commentator, doing her morning show. Announcer Eddie Phelan and Manager Paul Schilling arranged for broadcast and festivities upon arrival of Miss Frederick. Local sponsor of show and station personnel entertained her with several parties and trips about Natchez during her brief stay. Upon her departure station presented her with "Rebel" cravat and Confederate flag.

• • •

STUDENT REMOTE SHOW

WKBZ-AM-FM Muskegon, Mich. turned over FM facilities to students of local high school for remote broadcast of high school football game. Students handled play-by-play description, spotting, entertainment at half-time and engineering both remote and at studio. Station has made entire facilities available to radio students during school year.

• • •

COMMUNITY REPORT

KEYL (TV) San Antonio, *Community Reporter*, Sun. 7-7:15 p.m. started Oct. 7, public service program featuring national personalities speaking on national problems. Miss Gerry Fisher acts as interviewer on show. Program also features discussions of many happenings in San Antonio area.

• • •

INSIDE SLANT

WTCN-TV Minneapolis, *Around the Town*, interviewed president of Twin Cities Rapid Transit Co. Same day as program was aired "How Mobsters Grabbed a City's Trolley Line" appeared in *Colliers Magazine*. John Ford, station newscaster, interviewed president on article. The president announced plans to sue publishers of *Colliers* on show.

• • •

'DESK BOOK'

HALL & McCREARY Co., Chicago music publishers, sending station music directors small blue and white "Music Directors' Desk Book." Book gives list of holidays, church days, calendars, information on music and many other useful items.

• • •

AIRBORNE PROMOTION

KLRA Little Rock, Ark., in cooperation with Stag Beer used huge blimp for promotion high above city. Blimp features large Stag Beer sign painted on side along with KLRA news flashes. Station also sent staff members on flight above city to broadcast impressions of ride in lighter-than-air ship.

• • •

GALA EVENT TELECAST

KSD-TV St. Louis, telecast the annual "Veiled Prophet Ball," held recently in city. The event, held each fall in celebration of the end of the harvest, is huge event topped with brightly lit parade. Station carried telecast of new queen being crowned. KSD reports that favorable comments poured into station praising its coverage of event.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

NBC's Rate Pattern

(Continued from page 56)

ANA. Under the latter approach, the existence of a television set in a radio home is regarded as removing that home completely from evening radio circulation. This assumption leads to the conclusion that when all radio families in a station's area are equipped with television, the station's rate should be zero! Such an assumption flies in the face of fact, and the conclusion to which it leads is unsound and unrealistic. The adoption of any such a conclusion would be opposed to the interests of advertisers themselves, because it would lead to the destruction of a medium which they need and can continue to use to great advantage.

The formula for revising evening rates produced no substantial changes in the present total network rate. However, it resulted in varying changes, upwards and downwards, in rates for individual stations. It was recognized that a basically new approach which was designed to eliminate all inequities and establish the network rate structure on sound lines must undo many years of history; and that as a practical matter, such an approach could not be effected in any one step. Accordingly, it was suggested that in taking rate action within the framework of the new formula, NBC should establish an appropriate floor and ceiling on the percentage change to be effected in an individual station's rate, and should not propose changes below this floor or above this ceiling at any one time.

e. Daytime Base Rates

The method used in developing new daytime rates was parallel in principle to the method described above for revising the nighttime rate structure. In this case, however, the radio homes used as a base were those within the station's *daytime* 50% BMB area and these radio homes were weighted for retail sales on the basis of population and retail sales within that area.

The curve to which these weighted radio homes figures were applied was similar to the curve used to establish evening base rates. The number of listeners per 1,000 homes in the daytime avarages 45% of the number of evening listeners per 1,000 homes in the evening. For this reason, the daytime base rates were fixed on the curve so that they would produce costs-per-thousand which would be 45% of the costs-per-thousand produced by the reconstructed evening rates. Since this percentage relationship was between costs per thousand of the base rates, before adjustments for television, it does not necessarily produce a ratio of 45 to 100 in the actual daytime and evening rates, after adjustment for television.

A CHAS. MICHELSON HIT!

Phil Brito
in
"a Date With Music"
15 MIN. SHOWS
TRANSCRIBED
for particulars
CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

f. Television Adjustment Formula for Daytime Rates

So far as the morning was concerned, it was not necessary to adjust the daytime base rates for television, because television does not significantly affect radio listening in the morning; and any such effect that may develop in the future is speculative. However, so far as the afternoon was concerned, the daytime base rates were adjusted for television where it is a factor in a station's area.

The adjustment formula for afternoon rates was significantly different from the adjustment formula used for the evening, because of the differences in television's effect as between afternoon and evening. The best current survey data indicate that at most, there is a 25% loss of radio listening to television in the afternoon. It follows that even if *all* radio homes in a station's area had television, there would be no basis for reducing the afternoon base rate more than 25%.

Accordingly, the television adjustment formula for the afternoon provides for a 25% reduction in the new daytime base rate when television saturation in the station's area reaches 100%, and for no reductions in the daytime base rate when there is no television in the area. Between these two points the indicated reductions are on a sliding scale.

As a result of this selective approach, stations in *non-television* markets would have the same rate afternoon and morning; while stations in *television markets* would have a morning rate which would be somewhat higher than the afternoon rate. The effects on the stations individually showed many variations upwards and downwards, so that it appeared advisable for NBC to establish an appropriate floor and ceiling on the amount of change in afternoon and morning rates it might propose for individual stations at any one time. However, the effect on the total network rate was a slight increase for the morning and no substantial change for the afternoon.

g. Advantages of Rate Formula and Proposed Procedure

The new rate structure described in the preceding pages involves a fundamental change in network radio rate-making. For the first time, it establishes radio homes, weighted by a retail sales index, as the basic factor in the construction of network rates.

By applying this circulation factor consistently to all stations, it eliminates inequities and discrepancies in the rate structure as it has developed over the years, and provides a sound starting point for adjustments to reflect television.

CHAIRMAN of the day is Lloyd E. Yoder (l), KNBC San Francisco general manager, at the San Francisco Advertising Club as the organization observed Oil Progress Week. Sitting at the table with Mr. Yoder is M. Anthony Mattes, advertising manager, Standard Oil Co. of Calif., who gave main address.

It takes television into account selectively by markets, so that the new base rates are adjusted in accordance with the degree of television saturation in markets where it is available and are not adjusted for television where it is not a factor.

It also takes the diversified effects of television into account by applying one type of television adjustment formula in the evening, a different type in the afternoon, with no adjustment for television in the morning. Accordingly, some stations which have evening rate *reductions* indicated because of the effects of television, also have morning *increases* indicated, to accord with the realities of their circulation values.

The formula provides a basis for rate adjustments, which can be made in terms of measurable factors and will conform to the changing values of network radio. For example, if the impact of television continues to be concentrated in the evening, with lesser effects in the afternoon and negligible effects in the morning, this rate formula can conceivably lead to a situation where, over the years, morning rates in television markets will continue to increase until they overtake evening rates.

Under this approach, stations can count on being credited with all future increases in radio families in their area, resulting from population growth and increasing radio saturation of the population, even though television families in their area also increase. Advertisers will have the assurance that the network rate structure will continue to reflect circulation values of the medium and will maintain the value of an NBC franchise. By use of a systematic, known formula, stability will be introduced in the network rate structure, and existing uncertainties about its future development will be eliminated.

The formula results in a total network rate which is substantially equal to the present rate for the network, with minor variations for morning and evening network rates. Accordingly, any change to be made in the network rates of individual stations would not be made for the purpose of bringing about a change in the total network rate. Such revisions would be made only to eliminate existing overpricings and underpricings, to take television into account scientifically, and to establish proper relationships among individual station's rates, within the framework of the present overall network rate level.

The Economic Study Committee agreed unanimously that the rate formula described above was sound in principle and represented the

(Continued on page 106)

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

NBC's Rate Pattern

(Continued from page 105)

best approach which could be devised for establishing the network rate structure on a systematic and stable basis. The affiliate members of the Committee recommended that the formula be presented to SPAC for its information, and this was done at the SPAC meetings of October 2-4. As stated in the Foreword, SPAC was not asked to take a position on the rate formula, because this might imply its approval of changes in individual station's network rates resulting from the formula.

Accordingly, putting the rate formula into effect is a matter for NBC to carry forward. This will involve discussions with stations individually, which NBC will begin in the near future.

LAKE ERIE DATA

FCC Issues Allen Report

STUDY of the Lake Erie region, made by FCC Chief Engineer E. W. Allen from last March to September, has been issued by FCC.

Although it bears the relatively simple title of "A Service Study in the Lake Erie Region" and consists of mere page-and-a-quarter of text plus eight charts, its importance is considered by some engineers far to exceed its modest size.

The report shows measurements of TV service on Channels 2 and 7 in the congested Lake Erie region "in order to evaluate the type of service to be expected under typical congested allocation conditions."

The result showed, Mr. Allen said, that the service area for a TV station with multiple interfering signals may be considered the same in size as for a service area of a TV station with only a single interferring signal.

The reason is that the multiple interference study took into account what Mr. Allen terms "more nearly [the] practical antenna"—a directional receiving antenna with a 6 db front-to-back ratio.

The method of estimating single station interferring signal areas does not take into account directional receiving antennas.

Most TV receiving antennas consist of a dipole and a reflector, Mr. Allen said.

Document is T.R.R. Report No. 5.3.2, Mimeo 68490. It is available from the FCC Technical Research Division, Office of the Chief Engineer.

PLOUGH Inc., Memphis (St. Joseph Aspirin) reports estimated net sales for first nine months of 1951 were $12,326,000 as compared to $11,810,000 for the same period last year.

FOR FINEST TAPE RECORDING
KDMS
El Dorado, Ark.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling. — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
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360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

OCTOBER 26 THROUGH NOVEMBER 1

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 26 Decisions . . .

BY THE COMMISSION EN BANC

WCOL-AM-FM Columbus, Ohio—Designated for hearing in Washington Dec. 6 application for assignment of licenses from Pixleys Inc. to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, as individuals, and applications for assignments from Lloyd A. Pixley et al. to Air Trails Inc.

October 29 Decisions . . .

BY THE SECRETARY

WBAL-TV Baltimore, Md.—Granted mod. CP for extension of completion date to 2-21-52.

KDYL-TV Salt Lake City, Utah—Granted license for commercial TV station; ERP 3 kw vis. 1.9 kw aur.

WHAM-TV Rochester, N. Y.—Granted license for commercial TV station and to indicate trans. location.

KWRE Warrenton, Mo.—Granted license covering increase in power, etc.; 730 kc 500 w D.

KTFY Brownfield, Tex. — Granted license covering change of facilities, etc.; 1300 kc 1 kw D.

WFSI Lakeland, Fla.—Granted CP to replace CP for new noncommercial educational FM station which expired 12-20-50; 88.1 mc, 10 w.

KTBI Tacoma, Wash.—Granted mod. CP for extension of completion date from 10-28-51 to 60 days after approval.

WAWZ Zarepath, N. J.—Granted mod. CP for extension of completion date to 1-21-52; cond.

October 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WDLP-FM Panama City, Fla.—Mod. CP as mod. new FM station to change ERP from 8.2 kw to 4.8 kw and ant. height above average terrain from 290 to 298 ft., etc.

WJZ-FM New York—Mod. CP as mod. new FM station to change ERP from 6.5 to 1.5 kw and ant. height above average terrain from 700 to 1,271 ft., etc.

WIUC Urbana, Ill.—Mod. CP as mod. authorizing changes in existing noncommercial educational FM station for extension of completion date.

AM—1430 kc

WOKE Oak Ridge, Tenn.—CP to change from D to unl., 1 kw, DA-N.

TV—Ch. 4

WWJ-TV Detroit—CP to change ERP from 13.7 kw to 100 kw vis., 8.55 to 50 kw aur., etc.

License Renewal

Following stations request renewal of license: WNDR Syracuse, N. Y.; WFBC Greenville, S. C.; WJAY Mullins, S. C.; WLTV (TV) Atlanta, Ga.; WDEL-TV Wilmington, Del.; WJAR-TV Providence, R. I.; WBAP-TV Fort Worth, Tex.; WOAI-TV San Antonio, Tex.

October 30 Decisions . . .

ACTIONS ON MOTIONS

By. Comr. George E. Sterling

WKDK Newberry, S. C.—Granted petition for acceptance of its late appearance in proceeding upon applications of Radio Sumter, Sumter, S. C., and WSOC Charlotte, N. C.

WIVY Jacksonville, Fla.—Granted petition for continuance of hearing from Nov. 2 to Feb. 1, 1952, in Washington re application.

KSOK Arkansas City, Kans.—Granted petition for an extension of time to Nov. 6 to file exceptions to initial decision in proceeding re application.

WINS New York, N. Y.—Granted petition for dismissal of application for extension of completion date.

Winnebago Bcstg. Co., Rockford, Ill.—Granted petition for authority to participate in the taking of depositions by North Shore Bcstg. Co. Inc., at Evanston, Ill., Oct. 25.

By Hearing Examiner
Elizabeth C. Smith

Grand Island Bcstg. Co., Grand Island, Neb.—Granted petition for continuance of hearing from Oct. 31 to Dec. 17 in Washington in proceeding re its application and that of KCNI, Broken Bow, Neb., in order to complete engineering data; etc.

Desert Radio & Telecasting Co., Palm Springs, Calif.—Postponed indefinitely action on petition for leave to amend to strike all reference made to George W. Berger and to specify new partnership agreement between Jobe L. Hamman and Melvin Sullivan.

By Hearing Examiner J. D. Bond

WOL Washington, D. C.—Granted petition for continuance of hearing from Oct. 30 to Jan. 8, 1952, re application: applicant is ascertaining availability and suitability of new transmitter site and thereafter will seek to amend and remove from hearing.

By Hearing Examiner
H. B. Hutchison

WOKY Milwaukee, Wis.—Granted petition for (1) authority to amend application for purpose of submitting therewith amended engineering statement and field intensity measurements; (2) for removal of application, as amended, from hearing docket.

October 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WWOC Manitowoc, Wis.—Mod. CP as mod. new AM station for extension of completion date.

WRBL-FM Columbus, Ga.—Mod. CP as mod. new FM station for extension of completion date.

WRBI (FM) Blue Island, Ill.—Mod. CP as mod. new FM station for extension of completion date.

License Renewal

WTMJ-TV Milwaukee, Wis.—Renewal of license requested.

TENDERED FOR FILING

CP to Replace CP

KFST Ft. Stockton, Tex.—CP to replace expired CP for new AM station, 860 kc 250 w D.

APPLICATIONS RETURNED

WSIP Paintsville, Ky.—RETURNED application for assignment of license from W. Howes Meade to Ted Arnold Silvert and Escom Chandler for $75,000.

WSFC Somerset, Ky.—RETURNED application for transfer of control licensee corp. from W. Howes Meade to Meyer Layman through sale of 70% of stock for $54,000.

KFYN Bonham, Tex.—RETURNED application for assignment of license from Frank Svobda to Bonham Pub. Co.

October 31 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWHP Cushing, Okla.—Mod. CP as mod. new AM station for extension of completion date.

TV—Ch. 4

WTCN-TV Minneapolis, Minn.—CP to change ERP from 17.9 kw to 14.1 kw vis., 9 kw to 7.05 kw aur., etc. (ant.

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height above average terrain 549 ft.).

License Renewal

Following stations request renewal of license: WMRO Aurora, Ill.; WSKY Asheville, N. C.; WBRC-TV Birmingham, Ala.; WAFM-TV Birmingham; WMBR-TV Jacksonville, Fla.; WAVE-TV Louisville, Ky.; WAAM (TV) Baltimore; WKTV (TV) Utica, N. Y.; WFMY-TV Greensboro, N. C.; KING-TV Seattle.

October 31 Decisions . . .

BY THE COMMISSION EN BANC

Renewal of Licenses

Following stations granted renewal of licenses for regular period:

WINA Charlottesville, Va.; WAVZ New Haven, Conn.; KFBB Great Falls, Mont.; KFH Wichita, Kans.; WADC Akron, Ohio.; WCAM Camden, N. J.; WCOG Greensboro, N. C.; WERE Cleveland; WJAS Pittsburgh, Pa.; WNAC Boston; WNAH Nashville; WHLD Niagara Falls; KGIL San Fernando, Calif.; KIT Yakima, Wash.; KITO San Bernardino, Calif.; KMO Tacoma, Wash.

Temporary Extension

Following stations granted temporary extensions of licenses for period ending Feb. 1, 1952:

WKAT Miami Beach, Fla.; WJHP Jacksonville, Fla.; WTMC Ocala, Fla.; WOBS Jacksonville, Fla.; WTJH East Point, Ga.; WLYN Lynn, Mass. (Comr. Jones for regular renewal); WDSU New Orleans (Comr. Jones for regular renewal).

Designated for Hearing

Lee County Bcstg. Co., Bishopville, S. C.—Designated for hearing in Washington on Dec. 5 application for new station on 620 kc 1 kw; made WAYS Charlotte, N. C., and WDNC Durham, N. C., parties to proceeding.

Springhill Bcstg. Co., Springhill, La. and Resort Bcstg. Co., Hot Springs, Ark.—Designated for hearing in consolidated proceeding in Washington on Dec. 11 application of Springhill for new station on 590 kc 500 w D, with application of Resort for same frequency with 1 kw D; made KALB Alexandria, La., party to proceeding with respect to application of Springhill Bcstg. Co. only.

Extends SSA

WNYC New York, N. Y. and KFAR Midnight Sun Bcstg. Co., Fairbanks, Alaska.—Granted extension of SSA for WNYC and KFAR for period of 30 days ending Nov. 30, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of American Bcstg. Co. Inc. v. FCC, decided July 19, 1951.

Granted CP

Conestoga Television Assn. Inc., Lancaster, Pa.—Granted CP for new experimental TV station on 590 to 610 msc, or such frequencies as may be assigned by Chief, Broadcast Bureau; output power not to exceed 5000 w vis., 2500 w aur.; experimental type antennas, not to exceed 75 ft. above ground; cond.

Pioneer Bcstrs. Inc., Portland, Ore.—Granted CP Class B station, 100.3 mc., (Ch. 262) 57 kw 960 ft. ant.; cond.

Special Authority

WIOD-FM, Miami, Fla.—Granted special experimental authority to operate station by remote control from studio control room without licensed operator in attendance at WIOD-FM transmitter, for period ending April 30, 1952; cond.

WHBS-FM Huntsville, Ala.—Granted special experimental authority to operate station by remote control from transmitter of WHBS (AM) without licensed operator in attendance at WHBS-FM transmitter, for period ending April 30, 1952; cond.

Following stations granted changes in existing facilities as shown:

WNBC-FM New York, N. Y. — To change antenna from 1440 to 1445 ft.; cond.

WTSV-FM Claremont, N. H. — To change ERP from 1.5 kw to 4.8 kw., ant. from 930 to 1,000 ft.

WOPI-FM Bristol, Tenn.—To change ant. from 2210 ft. to minus 52 ft. subject to condition that applicant will take whatever steps necessary to prevent re-radiation of WOPI signal from FM antenna structure.

WLCS-FM Baton Rouge, La. — To change ERP from 3 kw to 680 w, ant. from 380 to 200 ft., cond., and subject to power of WLCS being determined by indirect method during installation of FM antenna, etc.

(Continued on page 112)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 20¢ per word—*$2.00 minimum* ● Help Wanted, 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* ● Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $100 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

North midwestern station needs following personnel: Three experienced announcer-engineers ($300-$400) per month. Program director ($350). Salesman (15%). State all particulars in first letter with disc or tape and pictures. All replies answered. Box 240L, BROADCASTING.

Managerial

Commercial manager with proven sales experience and background of sales management. Want a man with ability in station promotion and with sales ideas that will develop into sales. Position will pay well with salary, percentage and override to right man. Major network affiliate in Pacific northwest. Excellent future for energetic man. Send complete history in first letter, experience, past earnings, salary expected, references and personal habits. Car required. If you want to live in the Pacific northwest and have the qualifications, write Box 349L, BROADCASTING.

Commercial manager who can sell and direct salesmen. Must be experienced, personable live wire. Excellent opportunity with successful network station in medium sized California market. Salary and override. Box 388L, BROADCASTING.

Commercial manager wanted for network southern California station. Starting salary $400.00 per month with commission arrangement that will earn two to three hundred a month more. Position open now. Apply Box 399L, BROADCASTING.

Wanted: Commercial manager of experience and ability on contract which should yield $7,000 to $10,000 annually. 250 watts power. 70,000 population. South. Address reply Box 400L, BROADCASTING. Send references and photograph, personal data first letter.

Salesman

Salesman, drawing account with 15% commission. $600 per month or better possible for good salesman. Send complete details immediately. Box 361L, BROADCASTING.

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 394L, BROADCASTING.

Salesman, preferably with small market experience, who desires to work for only station in city of 50,000. Fine opportunity for man with ideas and sales ability. Announcing experience helpful but not essential. State, age, experience, education, marital status, salary requirement. Box 431L, BROADCASTING.

Wanted salesman capable of becoming sales manager. Can earn $800-$1,000 a month. $75 draw. 10% commission. Some existing accounts to start. Ken Palmer, KVER, Box 1388, Albuquerque, New Mexico.

Salesman that can sell service not just time. In this major third market, plenty of competition but excellent opportunity for experience. Details to G. S. Manager, WKDN, Radio Park, Camden, N. J.

Salesmen—Single, to travel in 12 eastern states by car selling in person and by long distance phone, our successful continuity service and our 7 new continuous script shows. Prefer salesmen whose base is near center of this territory. Salary and expense arrangement with opportunity to grow. Write Merchandising Division, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Announcers

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

Help Wanted (Cont'd)

Do impersonations famous stars, Crosby, Boyer, Bugs Bunny, along with clever, fluent DJ chatter. Be in spotlight, write today Box 313L, BROADCASTING.

Fully experienced, all-round announcer, who knows production, operates board, studio and remote broadcasts, with some sales experience and car, for Michigan network kilowatt. Good, sound operation and excellent opportunities for qualifying announcer. Send all details and audition to Box 362L, BROADCASTING. No beginners, please!

Wanted: Experienced announcer-salesman-copy-writer or announcer-copywriter. ABC affiliate, good small Minnesota town. Send disc or tape first. Man now in midwest preferred. Start sixty five. Box 364L, BROADCASTING.

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Announcer wanted for AM-TV station in midwest city, population over 100,000. Must be versed in all phases, with emphasis on commercials, at least 3 years experience. Send tape and letter to Box 414L, BROADCASTING.

Upper Michigan station desires staff announcer. One year experience. Send letter and disc or tape. Box 418L, BROADCASTING.

Wanted: Announcer-engineer with first class ticket. 250 watt daytime Michigan independent. Good salary, commission on sales. Experience not necessary. Box 423L, BROADCASTING.

Experienced announcer wanted. Local metropolitan New York station. Box 429L, BROADCASTING.

Announcer, experienced, although exceptional ability may compensate for experience lack, single, interested in exceptional opportunity with rapidly expanding organization. Send experience, age, education, salary requirements, photo and audition disc immediately. Box 432L, BROADCASTING.

Good announcer-copywriter wanted immediately by 5000 watt CBS affiliate. Must be experienced newsman. Send all details including salary requirements with disc or tape to KFBB, Great Falls, Montana.

5000 watt ABC affiliate needs capable announcer. Salary $65—40 hours, excellent working conditions, adequate housing available. Send photo, references, etc., first letter. Also tape or disc for audition. Charles Price, KMLB, Monroe, Louisiana.

Announcer wanted KOPR, Butte, Montana. Contact Ed Cooney.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bennettsville, S. C.

Wanted immediately, opening for announcer-engineer on Florida network station. $75.00 for forty hour week. Contact Mel Wheeler, WEAR, Pensacola, Florida.

Combination announcer-engineer for morning shift. Accent on announcing. Engineering experience unnecessary. Salary $75.00 for 40 hours. WJEH, Gallipolis, Ohio.

Experienced staff announcer needed immediately, salary depended upon your experience. Send disc, letter, telephone number Cal Mahlock, WKJG, Fort Wayne, Indiana.

Announcer with console board experience, parttime sales if desired, WKTY, LaCrosse, Wisconsin.

Announcer, staff, DJ, some news. Send disc, photo, WMGW, Meadville, Pennsylvania.

Help Wanted (Cont'd)

WOOF, 5000 watt station Dotham, Alabama needs two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Columbia station needs two announcers for copy and board work plus traffic manager to announce some. Good working conditions. WPAD, Paducah, Kentucky.

Combination man for morning shift. Accent on announcing. $65.00 to start. WVOP. Telephone 327, Vidalia, Ga.

Announcer-engineer, first phone WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

Engineer, announcer, salesman, first phone, full trick plus commission, N. Y. network, unlimited local. Consistent income improvement right man. Immediate opening. Box 369L, BROADCASTING.

Wanted: Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 393L, BROADCASTING.

Engineer—First phone, no experience necessary. Good future. Box 398L, BROADCASTING.

Wanted: Experienced combination engineer and announcer. Good working conditions. Indiana. Box 403L, BROADCASTING.

Just out of school? Well here's an opportunity to join a good network affiliated Rocky Mountain west station. Immediate opening for engineer-announcer. Send disc, photo and particulars to Box 411L, BROADCASTING.

First class transmitter engineer. No experience necessary, one kw in large Virginia University city. $50.00 week for 40 hours. Box 421L, BROADCASTING.

Wanted: Experienced engineer who has ability to supervise entire radio plant. Must know how to delegate work and teach subordinates. Good working conditions. Midwest station adequately financed. Good future. Box 404L, BROADCASTING.

Engineers and combo men needed net and local stations augment staffs. 40-hour week and talent. Will train. Air mail, Engineer, Box 867, Morgantown, W. Va.

Engineer-announcer, young man to fit into small staff. Sales commission if desired. Deep in the heart of the pine forest where hunting and fishing is excellent. Reply immediately to J. H. Fleet, Owner, Manager, KAGH, Crossett, Arkansas.

KPET, Lamesa, Texas now has an opening for engineer-announcer.

Opening for 1st class transmitter operator. Contact Chief Engineer, WAYB, Waynesboro, Va.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Help Wanted (Cont'd)

NBC affiliate of 11 years standing with respected position in community needs capable engineer for combination control room and transmitter operation. Lots of recording and network switching in busy control room where production sense is essential. Kilowatt directional fulltime. No announcing required unless you are really good. Pleasant working conditions with agreeable go-getting staff where ability is rewarded. Rapidly expanding agricultural community with year-round dry sunny climate. KYUM, Yuma, Arizona.

Engineer for 1000 watt directional installation near New York City. Immediate need. Chief Engineer, WGSM, Huntington, New York.

Wanted: Engineer for night shift. $ weekly. Contact Jimmy Childress, WHCC, Waynesville, N. C.

Wanted engineer, AM and FM NBC affiliate WKPT, Kingsport, Tennessee.

We seek permanent transmitter engineer. Experience secondary to character and ambition. Car necessary. Contact Harold White, WKTY, La Crosse, Wisconsin.

Wanted, engineers having desire and voice to announce. Pay $55 or more while you learn. Wire WMFT, Florence, Alabama.

Engineer with announcing abilities, but not necessary. Good future, good salary and other benefits. Send qualification. WOCB AM & FM, West Yarmouth, Cape Cod, Massachusetts.

Immediate opening for 1st class operator. $54.29 for 43 hours per week. Wire or call Harold Peters, Chief Engineer, WOMI, Owensboro, Kentucky.

Immediate opening for engineer with first phone license. No experience necessary. Forward complete data, including photo, with application. Opportunity to learn announcing. Also opening for first class combo man, emphasis on announcing. Radio Station WSNW, Seneca, South Carolina.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Virginia.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Wanted, engineer with first class license. $50.00 for 40 hours, time and a half overtime. Contact Radio Station WVOT, Wilson, N. C.

Production-Programming, Others

Where 'n Sam Hill are all the copywriters! Good job, good pay, good station. Good deal for good man. Come on, fellas: Samples, background, data to Box 218L, BROADCASTING. You want to get ahead in the world, don't you?

Farm editor progressive Iowa station. Rush photo, disc, full information first letter. Box 351L, BROADCASTING.

Good opportunity for copywriter, knowledge of traffic helpful, 1000 watter 100 miles of Washington, D. C. Box 422L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Program director with keen sense public relations and promotion to work with topnotch program staff. Splendid opportunity with station operated by experienced radio people. Contact D. M. Kelly, Manager, WJBF, (NBC) Augusta, Georgia.

Television

Salesmen

TV radio contact man national organization has opening for personable man between 30 and 40 to contact TV stations. Limited travel from New York. This is an excellent opportunity for a person who can handle public relations and sales. Must have well rounded agency, station, network experience. Salary approximately $7,000. Send resume. All information confidential. Box 428L, BROADCASTING ● TELECASTING.

Help Wanted (Cont'd)

Technical

Television engineer, capable of working into any position from camera to transmitter. License and TV schooling required. Good opportunity for right man. Write Chief Engineer, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Attention owners! Is your station making the profit it should? Here's the man who can curb expenses, increase sales. Save money by a combination manager, commercial manager. Mature, long experience, capable, smooth economical operation. Prefer market [illegible] to 30,000. Box 434L, BROADCASTING.

General and commercial manager available immediately. 12 years experience, strong on sales and programming and promotion, successful business background, married, family, college graduate, will go anywhere, salary, commission. Reply Box 324L, BROADCASTING.

[illegible] years broadcasting experience. Last 4 as manager. Age 40. Available now. Box 390L, BROADCASTING.

General-commercial manager profit conscious available for small and medium market station. Successful background in station management and sales, will travel, salary and commission commensurate with ability. Married, veteran, college grad. Box 325L, BROADCASTING.

Commercial manager desires similar position or general manager. Excellent sales record in top independent operation major metropolitan market. Currently employed. $10,000. Box 402L, BROADCASTING.

Commercial manager who gets out and sells. Not high pressure. Sincere worker for your interests. Mature, long experience, pleasing personality. Know and prefer southern single station market. Box 433L, BROADCASTING.

Salesmen

Commercial man, no flare! No fancy dresser! Consider central states. Box 412L, BROADCASTING.

Announcers

Announcer-program director desires position in northeast. Ten year background. Box 55L, BROADCASTING.

Announcer-record librarian wants station with opportunities. Experienced. College graduate, good references, veteran. Box 323L, BROADCASTING.

Announcer-program director, 29, exempt, 7 years experience, presently employed, seeking advancement, experienced all departments, consider all offers. Box 327L, BROADCASTING.

Available: Combo man, 1st phone, 5 years college, 2 years radio, emphasis production, straight announcing, news, personality shows. Knows music, pop, jazz, classical. Ambitious but not impatient, wants place to grow. $70 weekly. Pacific northwest or Florida. Box 343L, BROADCASTING.

Newscaster, 2½ years experience, including 2 years 5000 watt CBS affiliate, currently employed network newsroom. Seeks return to broadcasting. Box [illegible], BROADCASTING.

Hold it! Experienced, ambitious announcer AM-TV. Strong commercials, news, MC etc. Presently employed 50 kw NBC AM-TV. Desire change. Excellent references. Disc, photo, particulars on request. Thanks for reading. Box 363L, BROADCASTING.

Announcer-engineer, first phone, two years experience all phases, married vet. Tapes, disc. Box 391L, BROADCASTING.

Announcer-engineer-first phone, desire combo job. Presently employed as announcer with Liberty affiliate in Penna. station not set up for combo operation. Experienced on 1 kw Western Electric directional AM and 1 kw RCA FM transmitters. One year college. Graduate of N.A.O.B., Washington, D. C. and I.R.T., Jacksonville, Fla. Available November 26. Box 395L, BROADCASTING.

Announcer. Experienced, single. Prefer Florida. Will go anywhere. Audition disc. Box 397L, BROADCASTING.

Situations Wanted (Con't)

Topflight announcer just released from Army. Best agency and station references. Thorough background includes network and regional staff announcing. Reputation for industry and sobriety. Tape or personal interview on request. Box 416L, BROADCASTING.

Presently employed announcer, experienced all phases, desires sales-PD/announcing position with future. Married. Details. Box 405L, BROADCASTING.

Staff announcer, 1 year experience affiliate and indie, show business background. Seeking position with station having good operation, where I can settle, learn and grow. Vet, current air check tape. Box 408L, BROADCASTING.

Announcer with good farm background, for staff job. Emphasis on farm programs and rural audience promotion. Married. Draft exempt. Audition disc on request. Box 409L, BROADCASTING.

Announcer-disc jockey. 2 years experience. 27, draft exempt. Prefer midwest, but will accept reasonable offer elsewhere. Tape and photo available. Box 413L, BROADCASTING.

Announcer, second phone. B.A. English. Can write copy. Married, vet, 28. One child, no reserve. Permanent connection with future desire. Box 415L, BROADCASTING.

Topnotch newscaster seeks station that has or wants to have, a topnotch news department. Net work and agency executives will attest to ability and character. Box 417L, BROADCASTING.

Announcer, employed upper midwest. Draft exempt. Young. Ambitious. Want security. Box 420L, BROADCASTING.

Experienced announcer, formerly news editor 1000 watt independent, plenty of board and commercial experience, desires position in east. Emphasis on news. NYC—UN. 4-8625. Box 426L, BROADCASTING.

I can't talk at people, but I can talk to them. Young veteran, 25, single, college grad, desires beginning position in good down to earth station. No prima donna. Announce, DJ, write, operate board or sweep floor. Have air experience. Prefer midwest. Will come for interview. Write Box 436L, BROADCASTING.

Announcer: Two years experience, know music and sports, can write. Single, vet, easterner, available immediately. Box 438L, BROADCASTING.

Sportscaster, radio or TV. Tops in baseball, football, basketball, boxing, wrestling. Presently employed with long list of satisfied sponsors. Only highest references, major league officials, coaches, sponsors, previous employers. Check my record. College grad. Vet. Family, draft exempt. My $200 weekly requirement will be the best investment you ever made. Write Box 439L, BROADCASTING.

Announcer, commentator, news writer, continuity writer available on weeks notice. Built local news into major item of present station. Also DJ and personality shows. Write Box 440L, BROADCASTING.

Experienced A-1 newscaster - editor, now employed top independent, wants change to west or northwest. Top Hooper on newscasts, sponsor testimonials on results. Experienced, capable, as PD, continuity editor, general staff and sales. Thirty-five, married, no neurotic. $5200 year minimum. Increased earnings predicated on results. Prompt response all inquiries. Box 441L, BROADCASTING.

Announcer, 10 month's experience all phases news, DJ, dance band, remotes, sports, color. Let me have your phone number, will travel immediately. Night turn preferred, permanent position, salary $220. Box 443L, BROADCASTING.

Attention southwest, midwest. Announcer, DJ and PD. Eight years experience. Competent, reliable. Available 15th. Gregory, KWHN, Ft. Smith, Arkansas. Please State salary, hours.

Staff announcer, veteran, family, extensive experience, sports, disc jockey, news. John Mackin, 552 West 183rd Street, New York 33, New York.

Announcer-MC. Recent college graduate, 25, vet, single. Strong on music, news and sports. Good ad lib. Tom Quain, 196 Wyoming Avenue, South Orange, New Jersey, SO. 2-4733.

Situations Wanted (Cont'd)

Capable announcer—some experience. Excellent on news and DJ. Handle any board. Disc. Available immediately. N. B. Rawlick, 25-23 23rd St., Astoria, L. I., N. Y.

Announcer, married, draft exempt. College background. SRT graduate. Strong on news, DJ, commercials. Also write copy. Ed Sheaffer, Box 635, Bensenville, Ill.

Sportscaster, five years experience in all sports, pro-college, high school. Also special events and news. Desire position with sports-minded station. Single. Will travel. Contact Bob Wilson, 1470 Warner Ave., Chicago 13, Ill. or phone Buckingham 1-0565, between 5 and 9 p.m.

Technical

Combination chief engineer-announcer, accomplished in both lines. Now employed as same. Family, settled, reliable, southerner. Alabama or Mississippi stations only. Will arrange personal interview and audition. $400.00 monthly. Box 248L, BROADCASTING.

Engineer, 15 years experience including construction and directional operation. Desires responsible position with progressive company in midwest or west coast. Box 253L, BROADCASTING.

Combo-1st phone. Good announcer, capable technician. 3 years experience, young, single, draft exempt. Available December. Prefer Florida. Box 385L, BROADCASTING.

Engineer: Four years experience AM/FM, combo, nemos, recordings, construction, maintenance. Present chief kw. Available January. Box 386L, BROADCASTING.

Experienced chief, interested relocating. Ten years in radio. Box 396L, BROADCASTING.

Married vet, 24 years old desires new position. 3 years 50 kw master control. First phone license. TV training. Give all details first letter. Box 410L, BROADCASTING.

Chief engineer, twenty years experience maintenance, construction, also TV service experience. Family, references. Good record as chief. Box 424L, BROADCASTING.

Desire position as chief engineer regional station. Seventeen years experience all phases construction, maintenance and operation including 50 kw. More than 15 years with present employer, but desire change. Box 430L, BROADCASTING.

Engineer, first phone since 1939. 5 years midwest broadcaster, 11 years military radio, presently completing two and one-half years with 100 kw Army broadcaster, experienced transmitters, studios, remotes, construction, maintenance, college, married, family, draft exempt, 35, references. Available about first of year. Sfc Reuben Davidson, ℅ Mrs. Davidson, 1430 S. Jefferson St., Springfield, Missouri.

Engineer seeking permanent position with solid operation. 15 months combination, 11 months transmitter board work. Will consider either. Family, 4-F. Due to man returning from service will be available in December. Excellent recommendations, employer paying for this ad. If your paymaster acknowledges the high cost of living and pays accordingly for good work, contact Sam Potter, WPFB, Middletown, Ohio.

Production-Programming, Others

Program director. One of radio's top men. Creative. Knows radio, all phases. Success story. Excellent references. Will do air work. Desires metropolitan area. Available one months notice. Box 234L, BROADCASTING.

ABC—Means always better copy, yes, experienced male writer, handles traffic, wants station with chance for advancement. Solid copy of any type. References. Box 387L, BROADCAST-CASTING.

Experienced copywriter, college grad, male. Writes copy that sells. Looking for a job with a future. References tell my story. Box 406L, BROADCASTING.

Program Director, announcer, desires California station, five years background, now living in So. California. Box 425L, BROADCASTING.

Situations Wanted (Cont'd)

Build sales. Add listeners. Woman's director, experienced, excellent voice, will create, sell and deliver woman's features, shopping and fashion remotes, disc shows. Also write copy. Box 427L, BROADCASTING.

Experienced, draft exempt newsman. Capable in all phases of news work. Can handle staff duties. Permanent position desired. Have B. S. Degree in Radio Journalism. Box 435L, BROADCASTING.

Tower painting wanted—very reasonably priced, fully insured, first class brush job guaranteed, references furnished on request. For further information write to the Refseth Steeple Jack Service at Marshall, Minnesota.

Television

Technical

TV engineer: Experienced in transmitter and TV studio control design, seeks association with group or station planning TV broadcasting. Able to establish station at minimum cost. Box 378L, BROADCASTING • *TELECASTING*.

For Sale

Stations

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field, in which choice of three affiliations has become available. Box 258L, BROADCASTING.

Southwest state. 1000 watts. Netting $2,000 month. Asking $130,000. Ideal opportunity in a growing area. Box 444L, BROADCASTING.

For sale: 100 watt unlimited station in Texas, good location. Studio and transmitter together. Owner has other interest demanding fulltime attention. Will sacrifice for quick sale, contact Callan Graham, 914 Alamo National Bank Building, San Antonio, Texas.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment etc.

Tower, 178 ft. Truscon self supporting with insulators and hardware. Brand new and a bargain. Write Box 344L, BROADCASTING.

For sale. Magnecord PT6-AH recorder with PT6-J amplifier. Both in portable cases and good condition. $450.00. Box 401L, BROADCASTING.

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder PT6A and PT6R. W. E. arms and reproducers, Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

Latest model RCA 16-mm television projector complete never uncrated $4200. Box 437L, BROADCASTING.

For sale—Boardmaster schedule and production board. New, cost $50, sell for $30. KWRE, Warrenton, Mo.

106-ft. Truscon steel roof-type antenna; 2-section RCA pylon equipped with C.A.A. lighting; and power cable. Priced $1500.00 or best offer. Aurora (Ill.) Beacon-News.

For sale: Complete library of original 35-mm. Negatives, including television theatrical and home field rights. 30,000 feet or more. Address H. A. S., Room 1040, 135 So. LaSalle Street, Chicago 3, Illinois.

For sale—One 150 ft. Windcharger used tower $390. F. O. B. Petersburg. U. S. Tower Co., Union Trust Bldg., Petersburg, Virginia.

Wanted to Buy

Stations

Station wanted—Small market station in California, preferably in northern section. Must be reasonable with strong potential. Network or independent considered. Box 352L, BROADCASTING.

Station wanted. Regional network station in southeast, prefer Fla. location but others considered. Your reply strictly confidential. Box 445L, BROADCASTING.

(Continued on next page)

Wanted to Buy (Cond't.)

Equipment, Etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 264L, BROADCASTING.

Wanted, one RCA type TMV-129B crystal oven, less crystal. Give condition and price. Box 330L, BROADCASTING.

Help Wanted

Announcers

COMBO MAN
wanted

Must be strong on announcing. Must be qualified to serve as our Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager.

KLMR, Lamar, Colo.

WOOF *5000 watt station dothan, alabama*

NEEDS

two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

Howard S. Frazier
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Situations Wanted

Managerial

STATION MANAGER
20 years experience

Not a swivel chair manager but one who is a leg-man always pounding the pavements for sales. Excellent references. Widely known among national radio buyers. Been employed by only two people in twenty years. Write Box 365L, BROADCASTING.

Television

Production-Programming, Others

Producer-director network and independent stations. Have outstanding record in TV since early pioneering days. Over 20 sponsors and 3000 hours of direction in remote and studio telecasts. I am seeking a permanent berth with an advertising agency TV department. Present station or pending licensee. Will supply all information on request.

Box 430L,
BROADCASTING • TELECASTING

For Sale

Stations

MUST SELL AT ONCE
Emergency forces us to offer at sacrifice price, good 250 watt fulltime station in growing east coast city. Excellent potential.
BOX 366L, BROADCASTING

For Sale (Cont'd)

Equipment, etc.

FOR SALE

Western Electric 504B-2 three kw FM xmitter-crystal for 92.5 MC.
Lennox blower used with above.
Western Electric 5A FM frequency and modulation monitor—crystals for 92.5 MC. This equipment in use slightly over 3 years, and in good operating condition. Also special transmitting dipole antenna for 92.5 MC made by Workshop Associates—will handle 3 kw—with app. 50 ft. of RG-x17/U flexible coax. WHAV, Haverhill, Mass.

Wanted to Buy

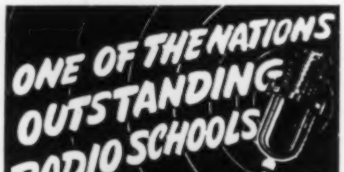
Stations

wanted to buy
250 WATT OR
1000 WATT STATION
in small town in the southwest. Experienced station operator. Box 392L, BROADCASTING.

Miscellaneous

ANNOUNCERS • Naturally the big-timers make the big money. If you're wondering what's holding YOU back, maybe someone who's been through the mill, from tin-pots to national networks, can help you. It only needs a post card asking for details. Box 389L, BROADCASTING.

School


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey. 100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

Wanted to Buy

Stations

We have immediate buyers fo New England and eastern seaboa stations.

call or write

R. C. Crisler
1109 Union Trust Bldg. Phon
Cincinnati, Ohio Dunbar 777

CBC AUDIENCE

New Study Issu

AUDIENCE STUDIES of larg sections of Canada than possib with the coincidental telepho method have been made by the C nadian Broadcasting Corp. throug the radio panel of Internation Surveys, Montreal, and Grune Research Ltd., Toronto. The resul of the surveys, which in some cas show decided differences with t urban telephone surveys, have bee released to Canadian and Ame ican advertising agencies and spo sors.

The survey was made under t direction of E. A. Weir, form commercial manager of CBC, w is still in charge of the project. I his letter accompanying the repo he states that "no claim is ma that these results are necessari conclusive but we believe that the are very strongly indicative a merit the very careful attention advertisers, agencies and station With television . . . in the offin in Canada, it is also increasingl important that the full impact a comprehensive coverage of radi should be appreciated."

Major reason for the survey wa to find a more all-embracing mea of measuring radio audiences, esp cially for the large rural and sem rural coverage of several of th CBC stations. These were placed i a peculiarly disadvantageous pos tion with respect to the conven tional quantitative measurement radio audiences. A sample was pr pared for the study by the gover ment's Dominion Bureau of Statis tics, covering all sections of On tario, after preliminary studies ha been made on a national basi

BROADCASTING TELECASTING

Announcement

November 1, 1951

the following classified rates will be in force:

SITUATIONS WANTED
- **20¢ per word** ($2.00 minimum)

HELP WANTED
- **25¢ per word** ($2.00 minimum)

ALL OTHER CLASSIFICATIONS
- **30¢ per word** ($4.00 minimum)

DISPLAY ADVERTISEMENTS
- **$15.00 per inch** (one column x 1");
- **$30.00**—(one column x 2");
- **$45.00**—(one column x 3"), etc.

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Payable in advance.
Checks and money orders only.

Rocky Mountain Area

Fulltime 250 Watt Station

$70,000.00

Located in one of the most attractive western medium size cities having outstanding climate, educational and business advantages. County retail sales are in excess of $60,000,000.00 and gross factor is good.

This well established facility is operating profitably and future prospects are excellent. Very valuable real estate and more than $10,000.00 in net quick assets included in this sale of 100% of the stock.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Harold R. Murphy Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

DPA-NPA NEWS

Security Group Set

FURTHER procedure for channeling the flow of information from the Defense Production Administration and the National Production Authority was outlined last week.

Plans for setting up a four-man security committee to screen information dealing with the nation's defense production program were announced Oct. 26 by DPA-NPA Administrator Manly Fleischmann [B•T, Oct. 29].

The Security Information Committee is headed by James F. King, newly-chosen deputy DPA administrator and former Washington and Baltimore newspaperman. Other members, besides Messrs. King and Moss, are C. H. Kendall, DPA general counsel, and R. W. Lawrence, security director. Mr. King was with the *Baltimore Sun* and *Baltimore Post*, as well as the *Washington Daily News*.

The new directive implements President Truman's recent executive order on security [B•T, Oct. 29, 22, 15]. It authorizes Mr. Moss to "declassify" information for public dissemination "whenever in his judgment it is necessary for conformance to the basic information policy of the agencies." Review by Mr. King and by the group also is provided.

NABET PACT

Signed with ABC, NBC

TV and radio engineers, as represented by the National Assn. of Broadcast Engineers & Technicians (CIO), received general wage increases from NBC and ABC in a new union contract agreed upon late Wednesday evening.

Agreement was announced by J. R. Mandelbaum of the Federal Mediation and Conciliation Service. He said the contract would run for 27 months—or until Feb. 1, 1954—with provision for a wage reopener at the end of 15 months—or after Feb. 1, 1953. The union could invoke its right to strike if no new agreement were reached with the networks, it was understood.

The contract became effective Nov. 1 and was subject to approval by some 1,800 union members—1,250 employed by NBC and 550 by ABC—at a meeting scheduled for last Friday at New York's Shelton Hotel.

Joseph McDonald, ABC vice president and legal representative, described the wage increases as fairly substantial for some 11 different groups. Full details of the contract were withheld pending the union's ratification and actual signing of the pact.

WIBK Appeal

APPEAL to the Supreme Court is planned by the Rev. J. Harold Smith, who lost a U. S. Court of Appeals decision two weeks ago when the FCC was upheld in denying him a license for WIBK Knoxville [B•T, Oct. 29].

NEW YORK timebuyers enjoy KYW Philadelphia's weekend party Oct. 27, feature of which was the Penn-Navy football game. L to r: John McCorkle, Sullivan, Stauffer, Caldwell & Bayles; Murray Roffis, Maxon Inc.; Jean Carroll, SSC&B; R. R. Sommerville, Free & Peters; Mary McKenna, Benton & Bowles; Robert H. Teter, KYW; Frances Velthuys, Compton Agency; Helen Hartwig, Kenyon & Eckhardt; Edwin Jameson, F&P; Jerome Feniger, Cunningham & Walsh.

GROUP at the KYW party join in festivities. L to r: Penelope Simmons, Federal Agency; Russel Woodward, Free & Peters; Edna Cathcart, J. M. Mathes Inc.; John Meagher, KYW; Mary Dunlavey, Harry B. Cohen Adv.; Helen Thomas, Street & Finney; Thomas J. Lynch, Young & Rubicam; Charlotte Corbet, Cecil & Presbrey.

duPONT AWARDS

Transferred to W&L

TRANSFER of the Alfred I. duPont radio and TV awards to Washington & Lee U. will take place Nov. 12 at Lexington, Va., with industry leaders participating. The university henceforth will handle administration of the awards with O. W. Riegel, director of the W&L Lee Memorial Journalism Foundation as curator.

The duPont awards have been granted for public service in radio and TV since 1942. W&L is credited with being the first institution to offer journalistic instruction at the college level, starting during the presidency of Gen. Robert E. Lee. It was chosen to supervise administration of the duPont awards, according to the foundation, because of its "traditionally sound and universally recognized principles of education."

Scholarships in Communications

Three scholarship awards will be included in the project, with winning radio and TV stations and commentators permitted to use the $1,000 to set up scholarships or fellowships in communications. Winners may select the student and university. In some instances the scholarship's value can be increased to cover all educational expenses from one to four years.

Members of the foundation committee of awards include Dr. Francis P. Gaines, W&L president, chairman; Mrs. Jesse Ball duPont, widow of the American scientist and founder of the awards; Mrs. Hiram C. Houghton, president, General Federation of Women's Clubs; Ben M. McKelway, editor, *Washington Star* and Dr. Hadley Cantril, director of Princeton Office of Public Opinion Research.

ROYAL TOUR

Radio-TV Accord Full Coverage

NETWORK coverage of Princess Elizabeth's Washington visit gave the public both radio and TV shows at varying time slots.

ABC, which along with NBC telecast the royal couple's visit to Windsor, Ontario, on Oct. 15, again scheduled wide coverage with their arrival at Washington's National Airport carried on ABC-TV from 4-4:30 p.m. EST Wednesday and the press, radio, TV reception from 5:45-6:15 p.m. later the same day.

Television operations from Washington were handled as a pool through the facilities of NBC-TV.

Bryson Rash, ABC's Washington news correspondent described the airport greeting by President Truman and his family, while Paul Wooten, chairman of the Joint Committee of Correspondents, reported the Statler Hotel welcome and news reception.

ABC Radio broadcast the Princess' arrival and reply to official greetings from 5-5:15 p.m. Wednesday and carried a special program, *Princess Elizabeth — A Special Report* from 10:30-10:45 p.m. Thursday, with recorded highlights of royal visits to Mount Vernon and the British and Canadian embassies. Another broadcast was planned for 12:30-12:45 p.m. Friday (excepting ABC's New York outlet, WJZ) to describe ceremonies in the White House rose garden at which the Princess presented a gift for the remodeled White House.

NBC Radio broadcast events of the day on tape and live programming from the news reception at 5:45-6 p. m. Wednesday and scheduled the rose garden ceremonies for 1 p.m. Friday. The same network telecast, 6-6:15 p.m. Wednesday, questions asked by the radio-TV-press and answers given by Elizabeth from the hotel reception and was arranging a time slot for the Friday gift-presentation.

Via WTOP-TV Washington, the CBS-TV network covered the arrival of the heiress to the British throne and her husband from 4-4:30 p.m. EST Wednesday, as well as the official reception from 5:30-6:30 p.m.

Mutual assigned reporters to princess' retinue for daily broadcast on the *MBS Newsreel*, 7:45-7:55 p.m.

At the press, radio and TV reception in Washington's Statler Hotel, the Princess acknowledged the media in the very first part of her speech.

Thanking the correspondents for the welcome, she said:

"Seeing so many of you here brings home to us in a vivid way the vast scale of the press, radio, television and newsreels of this country."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hollis

ALWAYS, ALWAYS

On Records: June Valli-Hugo Winterhalter—Vic. 20-4298; Percy Faith—Col. 39556; Victor Young—Dec. 27815.

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD

580 FIFTH AVENUE
NEW YORK 19, N. Y.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score SUMMARY THROUGH NOVEMBER 1

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,302	2,287	121		290	116
FM Stations	653	566	95	*1	13	2
TV Stations	108	93	15		455	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISION

Salem, Ind.—Don H. Martin, FCC issued decision granting application for new AM station on 1220 kc, 250 w, daytime; conditions. Decision Oct. 26.

INITIAL DECISIONS

Reedsburg, Wis.—William C. Forrest. Hearing Examiner J. D. Bond issued initial decision looking toward grant of new AM station on 1400 kc, 250 w, fulltime; engineering conditions. Decision Oct. 29. (See story this issue.)

KVOL Lafayette, La. — Evangeline Bcstg. Co. Inc. Hearing Examiner Fanney N. Litvin issued initial decision looking toward denial of application for daytime power increase from 1 kw to 5 kw, 1330 kc, with non-directional antenna. Examiner found proposed operation would cause objectionable interference with KXYZ Houston, Tex., and KOLE Port Arthur, Tex., that there is no compelling need for additional service KVOL proposed, that applicant failed to comply with FCC standards relating to blanketing, and that applicant failed to show location of centers of population, distribution of population, location of trade areas, political boundaries, etc., with regard to multiple ownership situation proposed service would cause. Decision Oct. 30.

OPINIONS AND ORDERS

Crescent Bay Bcstg. Co., Santa Monica, Calif.; KLIK Escondido, Calif.; Oceanside Bcstg. Co., Oceanside, Calif., and Centinela Valley Bcstg. Co., Inglewood, Calif.—FCC denied application of Crescent Bay Bcstg. Co. for new AM station on 1460 kc, 500 w, daytime. FCC ordered that in all other respects Initial Decision Aug. 29, 1950 (B•T, Sept. 4, 1950) be set aside involving all four applicants, re-opened the record and remanded proceeding to examiner for further hearing on (1) whether transmitter tower of station proposed by Centinela Valley Bcstg. Co. would be air hazard, and (2) whether the Centinela station would cause interference with KALI Pasadena. Decision Oct. 26.

Eastern Conn. Bcstg. Co., Norwich, Conn., and the Conn. State Board of Education — FCC denied petition of Eastern Conn. Bcstg. Co. directed against evidence in sworn statement of Conn. State Board of Education in television allocation proceedings. Decision Oct. 31.

State of New Jersey—FCC denied request for oral hearing in television allocation proceedings. Decision Oct. 31.

Policy to be followed with respect to new NARBA—FCC issued two orders amending rules governing treatment of applications for AM stations in conflict with terms of North American Regional Broadcasting Agreement. (1) Where application conflicts with NARBA assignments of other signatory countries, FCC will not make grant; (2) Where application conflicts with existing stations on assignments to non-signatory countries (Mexico and Haiti), FCC will not make grant. (NARBA agreement reached Nov. 1950 awaits Senate confirmation.) New policy is immediately effective. Orders Oct. 26.

Non-Docket Actions . . .

TRANSFER GRANTS

WJHO Opelika, Ala.—Granted consent to assignment of license Opelika-Auburn Bcstg. Co., licensee, from old partnership to new one including Miles H. Ferguson, who pays other partners $7,500-plus for his ¼ interest. Granted Oct. 26.

WMUS Muskegon, Mich. — Granted consent to assignment of license from George H. Cross, receiver, licensee, to Greater Muskegon Bcstrs. Inc., in order to procure its discharge in bankruptcy. No monetary consideration. Granted Oct. 26.

WLDS-AM-FM Jacksonville, Ill. — Granted consent to assignment of license from Milton Edge and Edgar J. Korsmeyer d/b as Edge & Korsmeyer, licensee, to Jacksonville Radio & Television Bcstg. Corp. for $100,000. Transferee is owned 90% by Jacksonville Journal-Courier Co. and 10% by R. Karl Baker, executive secretary and manager of Jacksonville Chamber of Commerce. Granted Oct. 26.

WLIO East Liverpool, Ohio—Granted consent to transfer control Pottery Bcstg. Co., licensee, from A. S. Sickman and J. Milton Hammond to Paul Bron Saliner through sale of 510 shares (51%) for $3,570. Mr. Sickman retains 19% interest. Mr. Saliner owns radio advertising agency in Chicago. Granted Oct. 26.

KOME Tulsa, Okla.—Granted consent to transfer control Oil Capital Sales Corp., licensee, through sale of 100% interest now held by Harry Schwartz and six others, to John Brown U. of Siloam Springs, Ark., for $200,000. School has been majority owner of KUOA Siloam Springs since 1935 (John Brown Schools of California Inc. controls KGER Long Beach, Calif.). Granted Oct. 26.

KEYY Pocatello, Idaho—Granted consent to transfer control Radio & Television Bcstg. Co. of Idaho Inc., licensee, from Clayton S., Calara Q., Arden D. and Rachel D. Hale to The Scripps Newspapers Inc. (24%), Burl C. Hagadone (24%), Robert S. Howard (24%), and Harry Henke Jr. (8%) through sale of 80% interest for $1 plus lease-option agreement involving $7,500 advance against $300 monthly payments for five years with option to purchase for $8,770 at end of five years. Scripps newspapers own part of KVNI Coeur d' Alene, Idaho, and KNEW Spokane, Wash. Mr. Hagadone owns 40% of KVNI and 50% of KNEW. Mr. Howard is 33.7% owner of The Dalles Chronicle, The Dalles, Ore., and owns part of several other newspapers. Mr. Henke is an attorney and part-owner of KVNI and KNEW. Granted Oct. 26.

WNBZ Saranac Lake, N. Y.—Granted consent to transfer control Upstate Bcstg. Corp., licensee, from Thomas Durkan and Eugene Fitzpatrick, executors of estate of John F. Grimes, deceased, to Jacques DeMattos, Thomas J. Day and Jeanne M. DeMattos through sale of 100% interest for $50,000. Mr. DeMattos (45%) is sales manager of WNBZ. Mr. Day (10%) is owner and manager of Northwood Sanatorium. Mrs. DeMattos (45%) is wife of Mr. DeMattos. Granted Oct. 26.

KRON-FM-TV San Francisco—Granted consent to transfer negative control of permittee (The Chronicle Publishing Co.) from Kathleen Thieriot and Nion R. Tucker (deceased), trustees, to Charles Thieriot and Phyllis M. Tucker, trustees of 25% each. No monetary consideration. Granted Oct. 26.

WINZ Hollywood, Fla.—Granted consent to involuntary transfer of control Hollywood Bcstg. Co., licensee, from Jonas Weiland, deceased, to Lenore Weiland, Nathaniel J. Klein and Edward Mercer, co-administrators of Mr. Weiland's estate. No monetary consideration. Granted Oct. 29.

KSIL Silver City, N. M.—Granted consent to assignment of license from A. Carl Dunbar to Southwest New Mexico Bcstg. Co. through assignment of 235 shares of stock in new corporation to Mr. Dunbar for transfer of his interests in KSIL to new corporation and to Lorene B. Dunbar, and through sale of 47 shares of stock in new corporation to James M. Duncan for $4,700. Mr. Duncan is manager of KSIL and Mrs. Dunbar is wife of assignee. Granted Oct. 29.

KSJB Jamestown, N. D. — Granted consent to assignment of license from Jamestown Bcstg. Co. Inc. to North Dakota Bcstg. Co. Inc. for $502,000 to be paid for with 502,000 shares of stock of North Dakota Bcstg. Co. (John W. Boler and/or his wife own 950 out of 1000 shares of Jamestown Bcstg. Co., which in turn owns 51,200 shares common stock of North Dakota Bcstg. Co., which constitutes majority of stock in this corporation. North Dakota Bcstg. Co. recently increased capitalization from $100,000 to $1,000,000 and after transfer Mr. and Mrs. Boler will own 558,650 shares [55.8%] of North Dakota Bcstg. Co.) Granted Oct. 29.

WATA Boone, N. C., and WKBC North Wilkesboro, N. C.—Granted consent to acquisition of control Wilkes Bcstg. Co., licensee, by Doris B. Brown and Roland B. Potter from John T. Cashian through sale of 70 shares of stock for $12,000. Mr. Brown and Mr. Potter, who held 70 shares each, will now own 105 shares each. Granted Oct. 29.

KBUH Brigham City, Utah—Granted assignment of license from Samuel L. Stephens Sr., licensee, to Revella M. Bone for $22,000. She owns Bone Electric, Tremonton, Utah. Granted Oct. 31.

KDLK Del Rio, Tex.—Granted consent to assignment of license from old partnership to James A. Clements and Richard Higgins, d/b as Del Rio Bcstg. Co. Interest of former partner, Joe B. Torbett, is transferred to Messrs. Clements and Higgins for assumption of obligations of assignor partnership. Granted Oct. 31.

KVER Albuquerque, N. M.—Granted consent to assignment of license Westernair Inc., licensee, to KVER Bcstg. Co. for $80,000. Principals in transferee are Helen A. Price (90.9%), housewife in Atlantic City; Bertis A. Arnold Jr. (9.1%), former operator of placement bureau for radio personnel and manager of WFLA Tampa, Fla., and Harold A. Kertz, special partner in law firm of Roberts & McGinnis, Washington. Granted Oct. 31.

WTRW Two Rivers, Wis.—Granted consent to Jack A. Embs to transfer control to his right and interest to 100 shares Two Rivers Bcstg. Co., permittee, for which he paid $1,000 (and the right to 1,000 shares) to J. H. Markel. Mr. Markel is only reimbursing Mr. Embs for the $1,000 he has paid for the 100 shares. Granted Oct. 31.

KWRN Reno, Nev.—Granted consent to relinquishment of control by Kenyon Brown to Donald W. Reynolds. Mr. Reynolds is buying half of Mr. Brown's 100% interest in the station for $1,250. Mr. Reynolds is majority owner of Southwestern Pub. Co., which owns KFSA-AM-FM Ft. Smith, Ark., KBRS Springdale, Ark., and has applied for TV stations in Tulsa, Oklahoma City, Las Vegas and Little Rock; he owns part of KHBG Okmulgee, Okla., KAKE Wichita, Kan. and WIKK Erie, Pa.; he is also part-owner of Erie Television Corp., applicant for a TV station there. Granted Oct. 31.

WAAT-AM-FM and WATV Newark, N. J.—Granted consent to relinquishment of positive control Bremer Bcstg. Corp., licensee, by Yetta Pollack through sale of 36½ of her 133 shares to Matthew B. and Sarah Rosenhaus (her daughter and son-in-law) for $36,500. Granted Oct. 31.

WFIG Sumter, S. C.—Granted consent to transfer control Radio Station WFIG Inc., licensee, through sale of 63% licensee's stock to Fulton B. Creech for $51,975. Granted Oct. 31.

New Applications . . .

AM APPLICATIONS

Rockford, Ill.—Rock River Bcstg. Co. 1330 kc, 1 kw, daytime, DA; estimated construction cost $34,965.51, estimated first year operating cost $66,000, estimated first year revenue $75,000. Stockholders include Boyd Phelps (70%), owner Phelps Precision Laboratories, Minneapolis (radio broadcast frequency measurements), and three Rockford business men (each 10%). Filed Oct. 29.

Killeen, Tex. — Highlite Bcstg. Co., 1050 kc, 250 w, daytime; estimated construction cost $17,450, estimated first year operating cost $33,600, estimated first year revenue $52,800. Partners are William A. Lee (33⅓%), operating manager Arrow Coach Lines, Brownwood, Tex., and general manager-partner of Arroway Coaches, Brownwood; A. W. Stewart (33⅓%), chief engineer KBWD Brownwood, partner in Stewart & Stewart (radio consulting engineers), and 20% owner KSTA Coleman, Tex., KGNB New Braunfels, Tex., and in Eastland County Bcstg. Co. (applicant for station at Eastland, Tex.), and Franklin T. Wilson (33⅓%), general manager and 20% owner KGNB New Braunfels. Filed Oct. 29.

Delray Beach, Fla. — Sunshine Network Inc., 1420 kc, 500 w, daytime; estimated construction cost $14,275, estimated first year operating cost $24,000, estimated first year revenue $36,000. Partners are H. T. Morris (25%), partner Chatham Bcstg. Co.; F. L. Baber (42½%), principal stockholder WWGP Sanford, N. C., and Jeanette E. McKay (32½%), owner McKay's Dress Shoppe, Sanford. Filed Nov. 1.

Slaton, Tex.—South Plains Bcstrs., 1340 kc, 250 w, fulltime; estimated construction cost $14,565, estimated first year operating cost $24,000, estimated first year revenue $48,000. Equal one-

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FCC Actions

(Continued from page 107)

November 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WELK Elkin, N. C.—Mod. CP new AM station to change antenna system, etc.

KPFA Berkeley, Calif.—Mod. CP as mod. which replaced expired CP for new FM station for extension of completion date.

License for CP

WINS New York—License for CP as mod. authorizing power increase, DA-DN, etc.

WGAL-FM Lancaster, Pa. — License for CP as mod. authorizing new FM station.

WLIN-FM Merrill, Wis.—License for CP as mod. authorizing new FM station.

AM—730 kc

WLIL Lenoir City, Pa.—Mod. license to increase power from 500 w to 1 kw on 730 kc.

AM—1010 kc

WIBV Belleville, Ill.—CP to increase power from 250 w to 1 kw on 1060 kc AMENDED to 1 kw on 1010 kc, contingent on grant of KJCF Festus, Mo., application for frequency change, etc.

License Renewal

Following stations request renewal of license: WTTT Coral Gables, Fla.; WANS Anderson, S. C.; WDKD Kingstree, S. C.

TENDERED FOR FILING

AM—1010 kc

WJVB Jacksonville Beach, Fla.—CP to permit power increase from 250 w to 1 kw, etc.

FARM WORLD TODAY!
A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET
(see inside front cover)
WLS
CHICAGO 7
CLEAR CHANNEL Home of the NATIONAL Barn Dance

TWO NARTB directors and an ex-director at District 6 [B•T, Oct. 29] (seated, l to r): Hoyt Wooten, WREC Memphis, ex-director; Harold Wheelahan, WSMB New Orleans, District 6 director; George Thomas, KVOL LaFayette, La.; Carter Parkam, WDEF Chattanooga. Standing, James Gordon, WNOE New Orleans; Roy Dabadie, WJBO Baton Rouge; Robert D. Swezey, WDSU New Orleans, NARTB TV director; Fred Brokaw, Paul H. Raymer Co., Chicago.

AT NARTB District 6 meeting in New Orleans (seated, l to r): Paul Oliphant, WLAC Nashville; Norman Thomas, WDOD Chattanooga; Henry W. Slavick, Earl Moreland, WMC-WMCT (TV) Memphis. Standing, Mort Silverman, WMRY New Orleans; Louis Draughan, WSIX Nashville; Pierre Weiss, World Broadcasting System; Julian Haas, KARK Little Rock.

third-each partners are D. P. Pinkston, general manager and 2% stockholder KSEL Lubbock, Tex.; M. M. Rochester, commercial manager and 2% stockholder KSEL Lubbock, and Rex Webster, partner and one-third owner Buckner, Craig & Webster Adv. Agency, Lubbock. Filed Nov. 1.

Cleveland, Tex. — Cleveland Bcstg. Co., 1410 kc, 500 w, fulltime, DA; estimated construction cost $22,910, estimated first year operating cost $30,000, estimated first year revenue $48,000. Partners are Howard C. Bailes (60%), co-owner KSAM Huntsville, Tex., and Theodore F. Lott (40%), minister First Baptist Church, Mission, Tex. Filed Nov. 2.

FM APPLICATIONS

Bloomington, Ind.—Trustees of Indiana U., 103.7 mc (Ch. 279), ERP 33 kw; no construction cost given since applicant is operating WFIU (FM) on 90.9 mc (Ch. 215) (in portion of FM broadcast band reserved for non-commercial educational stations). Although applicant requests facilities in "commercial" portion of FM band, station will operate non-commercial educational. Filed Oct. 30.

Charlotte, N. C.—The Broadcasting Co. of the South, 104.7 mc (Ch. 284), ERP 50 kw, ant. height 283 ft. above ground (includes 228 ft. building and 55 ft. tower); no construction cost given since applicant wants to resume operation of FM station (WIST-FM) which was suspended Feb. 24, 1951, and equipment for which is still on hand. Applicant is licensee of WIST Charlotte. Filed Oct, 30.

Orangeburg, S. C.—WTND Inc., 102.7 mc (Ch. 274), ERP 4.11 kw, ant. height 223 ft. above average terrain; estimated construction cost $4,500 (estimated first year operating cost and first year revenue not stated in application). Applicant is licensee of WTND Orangeburg. Filed Nov. 2.

TV APPLICATION

Muncie, Ind.—Tri-City Bcstg. Corp., Ch. 49 (680-686 mc), ERP 17.4 kw vis., ant. height 524 ft.; estimated construction cost $185,502, estimated first year operating cost $183,000, estimated first year revenue $192,000. Applicant is licensee of WLBC and WMUN (FM) Muncie. Filed Nov. 2.

TRANSFER REQUESTS

WISR-AM-FM Butler, Pa.—Transfer of control Butler Bcstg. Co. Inc., licensee, from Sara E. Rosenblum, executrix of estate David H. Rosenblum, deceased, to Sara E. Rosenblum, Joel W. Rosenblum and Union Trust Co. of Butler (guardian of Ray Harris Rosenblum) under devisees of will of David H. Rosenblum. Before transfer David H. Rosenblum, now deceased, held 400 shares, Sara E. Rosenblum 90 shares, Joel W. Rosenblum 10 shares and Union Trust Co., no shares; after transfer David H. Rosenblum, deceased, will hold no shares, Sara E. Rosenblum 223½ shares, Joel W. Rosenblum 143½ shares and Union Trust Co. 133⅓ shares. No monetary consideration. Filed Oct. 29.

KNAL Victoria, Tex. — Voluntary transfer of control Victoria Bcstg. Co. Inc., licensee, from Louis Thurmond Culp Krueger to Albert B. Alkek through sale of 102 shares (51%) for $20,000. Mr. Alkek is majority stockholder of Sinclair-Alkek Oil Co., owner of Alkek Hardware Co., A & A Transport Inc. and Victoria Transit Co., all in Victoria. Filed Oct. 29.

WHUM Reading, Pa. — Transfer of control Eastern Radio Corp., licensee, from Jessie P. Greig and Humboldt J. Greig to Humboldt J. Greig. Although 1,200 shares will be transferred to Mr. Greig, there is no monetary consideration since Mr. and Mrs. Greig are husband and wife and transfer is merely for voting purposes. (Mr. Greig now holds 2,800 shares.) Filed Oct. 31.

KBMX Coalinga, Calif.—Assignment of license from Rea B. Bowman and Benjamin Bowman, d/b as Pleasant Valley Bcstg. Co., licensee, to John H. Thatcher for $22,000. Mr. Thatcher is chief electrician for Paragon Plywood Corp., Crescent City, Calif., and formerly was chief engineer for KSEM Moses Lake, Wash.; KPUG Bellingham, Wash. KBIO Burley, Idaho, and KAVR Havre, Mont.; he owned 25% common stock of KSEM and $8,000 of preferred stock of KPUG. Filed Oct. 31.

WDSG Dyersburg, Tenn.—Relinquishment of negative control State Gazette Bcstg. Co., licensee, by A. Le Roy Ward to Robert William Ward through gift of 25% of Mr. A. Le Roy Ward's 50% interest in WDSG to son. No monetary consideration. Mr. R. W. Ward is program director of WDSG. Filed Nov. 1.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 59, TV 1.

Rewrite Code?

(Continued from page 80)

basic safeguards thrown up by American courts to protect property are precise rules governing evidence, witnesses, procedure and findings.

Several disturbed attorneys want the code to supply answers to the following questions before they advise their clients to subscribe to the NARTB seal:

Will hearings be transcribed?

Will complaints be listed in detail?

Will rules of evidence apply?

What kind of witnesses will be permitted to testify?

What about rumors and anonymous or nuisance complaints?

Will findings of fact be issued?

Will hearings be public?

What provision will be made to disqualify board members who might have a competitive interest in a decision?

What rules will cover subpoenas and depositions?

What is the status of the attorney who represents the board?

Will a defendant have the right to be represented by counsel?

What protection is given a station for acts committed before subscribing to the code?

All these questions, and many others, are based on the legal rights of any person or business, it is pointed out by attorneys. If the code fails to provide all such rights in specific language, they say, a station might run a serious risk of signing its own death warrant by subscribing to the code.

It will be an easy manner to cite a station for violations when the defendant station may feel, on competent advice, that it is fully adhering to the code, some of its critics contend.

A number of attorneys feel that when the criticism of the professional, political and prejudiced groups has died down, the industry will find it has taken a panicky course only to be saddled with a set of impractical standards difficult to enforce.

Severe objections are made to the code on the ground that it flirts with the anti-trust laws. The NARTB TV board is understood to have studied this angle carefully, deciding it was a "calculated risk."

The mere fact that a group of stations decided to get together and enforce a set of practices is said to involve danger of being charged with conspiracy to restrain trade and commerce.

Getting down to details, attorneys point to the paragraph against liquor advertising, for example, and the danger of inviting suit from a liquor firm desiring to advertise on television. Or suppose a laxative wants on the air and is denied the right, they suggest. An aggrieved advertiser might feel he has an anti-trust case. Some actions involve triple damages.

Emphasis is placed on the fact that FCC application forms contain a question covering conviction of violating the law.

Feeling still exists that telecasters should subscribe to a series of high ethical principles without shackling their creative talents. Adherence would be voluntary and stimulated by an educational campaign.

The NARTB Standards of Practice for radio, it is argued by one attorney, consist of a watered-down version of a formerly strong code. These standards are not generally followed, he contended, proposing a strong educational drive.

Another attorney said he would rather submit his television client's stations to FCC decision than the ruling of a group of industry "dictators."

He contended honest telecasters will be at a disadvantage in subscribing to a code with minimum standards all good operators must live down to or suffer competitive hardships. He said he wanted to be sure the NARTB board would not have the right to deny the seal to a station desiring to subscribe. "Maybe our house isn't so dirty that it needs cleaning," he suggested.

WCKY
COVERS THE SOUTH
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY CINCINNATI

at deadline

NARTB DISTRICT HITS CENSORSHIP MEASURES

NARTB District 5, closing two-day meeting in St. Petersburg, Fla., Friday (early story page 27), joined 12 other districts in denouncing Benton legislation to set up federal censorship board.

Other resolutions condemned efforts to undermine industry's economic strength by rate-cutting practices; commended NARTB administration of President Harold Fellows; thanked FCC Chairman Wayne Coy for participating; lauded work of Broadcast Advertising Bureau under President William B. Ryan; pledged support to BMI and praised Thad Holt, WAPI Birmingham, for his services as District 5 director; commended directorship of A. D. Willard Jr., WGAC Augusta, representing medium stations; endorsed BMI.

Members of Resolutions Committee were Spencer Mitchell, WDAE Tampa, chairman; James Woodruff, WRBL Columbus, Ga.; Bert Banks, WTBC Tuscaloosa, Ala.; Hugh Smith, WCOV Montgomery, Ala., and John M. Outler Jr., WSB Atlanta.

Speakers at two-day meeting, besides NARTB staff, included Oliver Gramling, Associated Press, and Col. Charles Wall, for BMI. Joe Kelley, WTSP St. Petersburg, was thanked in resolution for setting up meeting arrangements.

Sixty-seven were registered at meeting. TV panel discussion was led by Messrs. Outler and Holt. Richard P. Doherty, NARTB employe relations director, and President Fellows joined panel. On BAB panel Friday afternoon were Mr. Outler as chairman; Mr. Mitchell; Frank King, WMBR Jacksonville; Mr. Banks; Dewey Long, WABB Mobile and Ed Mullinax, WLAG LaGrange. Mr. Ryan and Lee Hart, of BAB Chicago office, were speakers.

Florida Assn. of Broadcasters opened two-day meeting Friday night with S. O. Ward, WLAK Lakeland, Fla., presiding as FAB president. Mr. Ryan was to speak Friday with Mr. Fellows on Saturday agenda.

DECCA BUYS INTO UNIVERSAL

COMPLETION of arrangements to acquire substantial interest in Universal Pictures Co. by Decca Records announced in statement being released today (Monday), with implications of extensive activities in television. Milton R. Rackmil, Decca president, announcing Decca's acquisition of 271,900 shares of common stock and 32,500 warrants of Universal, noted that companies "have kindred interests in the entertainment business" that "can be developed for our mutual benefit." Transaction, he said, "indicates the confidence that our respective companies have in the future of the motion picture and allied industries."

C&W TRIAL DATE

FACED with 17 counts of mail fraud, Harold Cowan and Ralph Whitmore, partners in Hollywood mail order agency, scheduled to appear before Federal Judge Leon R. Yankwica today (Monday) for trial date setting. Pair last year allegedly reaped fortune in pre-Christmas tree ornament "pitch" deals on radio, television and in newspapers [B•T, May 28]. They recently filed bankruptcy petitions in Los Angeles [B•T, Oct. 1].

RTMA FREEZE STUDY

TASK FORCE set up Friday by Radio-Television Mfrs. Assn. to determine effect of TV freeze on national economy and mobilization program. Members of force, named by Dr. W. R. G. Baker, chairman of RTMA Television Committee, are William H. Chaffee, Philco Corp., chairman; Keeton Arnett, Allen B. DuMont Labs.; Adm. Edwin D. Foster, RCA; C. W. Michaels, General Electric Co.

Dr. Baker said he asked group to forecast number of new TV transmitters to be started in 1952 and first half of 1953, and effect on demand for new TV sets. He noted industry concern that delay in lifting freeze might bring unemployment despite military contracts.

Business Briefly

(Continued from page 5)

Welch Grape Juice Co. New unit to be in operation by next June.

DIAMOND SPOTS ● Diamond Match Co., N. Y., planning spot announcement radio campaign in about 15 markets, starting mid-November. Agency, Benton & Bowles, N. Y.

HOLIDAY SINGLE ● A. O. Smith Co., Kankakee, Ill. (Permaglass water heater), has bought Lionel Barrymore in *Christmas Carol* on 537-station Mutual network Sun., Dec. 23, 3-3:30 p.m. (CST). Agency, Henri, Hurst & McDonald, Chicago.

LEVER SCHEDULE ● Lever Brothers Co., N. Y. (Silver Dust), placing radio spot schedule in about 20 markets Nov. 12-Dec. 11. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

BIRDSEYE LOOKING ● General Foods Corp., N. Y. (Birdseye frozen foods), looking for availabilities for women's participation shows in radio to start in January. Agency, Young & Rubicam, N. Y.

GLIMPSES INTO FUTURE

NEW program series, *Horizons*, exploring future of contemporary life and thought, will be produced by ABC-TV every Sunday 4:30 p.m. EST, in cooperation with Communications Materials Center of Columbia U. Series starts later this month.

Leading faculty members and Columbia students will participate in telecasts which, with aid of illustrative material, will consider future of cities, western Europe, psychiatry, academic freedom, children and other topics. Supervisors will be John W. Pacey, ABC public affairs director, and Erik Barnouw, editor of Columbia's Communications Materials Center.

With exception of brief initial presentation by faculty members, programs will be completely spontaneous. Series will originate from ABC Television Center, New York.

PEOPLE...

KEETON ARNETT named to new post of general assistant to president of Allen B. DuMont Labs., Clifton, N. J., Dr. DuMont announced today (Monday). Mr. Arnett, who assumed new duties last week, recently resigned as senior vice president of Fred Eldean Organization, where he directed establishment of public relations program for oil industry. As general assistant to Dr. DuMont, he will handle administrative problems on behalf of president, including overall responsibility of DuMont public relations.

SYLVESTER L. (Pat) WEAVER Jr., NBC vice president in charge of television, elected to NBC board of directors at board's monthly meeting Friday, Board Chairman Niles Trammell announced in statement released today (Monday).

R. J. CUNNINGHAM, manager of film operations at Foote, Cone & Belding, Chicago, named to new position of manager of broadcasting operations. He will coordinate work of radio-TV production director, timebuyer and business manager in radio-TV department.

PAUL M. SEGAL, Washington attorney, in Rose Memorial Hospital, Denver, recovering from pneumonia, contracted shortly after addressing Colorado Bar Assn. at Colorado Springs fortnight ago.

BERNARD I. PAULSON, an ABC-TV film program editor for past two years, named to new post of program operations manager for ABC-owned WJZ-TV New York.

ALBERT W. GASS and **W. SCOTT LEONARD,** account supervisors of Young & Rubicam, Chicago, named vice presidents of agency.

WILLIAM A. WHITEHOUSE, news editor of ABC Radio since July 1948, has been named manager of special events for radio for the network.

BANKRUPTCY PETITION FILED BY BCA

PETITION to reorganize under Federal Bankruptcy Act was filed in Los Angeles last week by Broadcasting Corp. of America (KPR Riverside, KREO Indio, KROR Blythe, KRO Brawley, Calif.). Court issued order restraining foreclosure sales in Imperial and Riverside counties until action on reorganization petition, due to be heard this week in Sa Bernardino.

According to published reports, reorganization was forced by pending sheriff's sale of KROP equipment and furniture. Foreclosure action was brought by Mr. and Mrs. Fred K Wahl of Escondido, Calif., who claimed $8,120.41 due on a $10,000 promisory note signed in 1946 by W. L. Gleeson, president of Broadcasting Corp. of America. Reports indicated that Wahl's have another $10,000 note on which $7,875.05 is due.

Assets of Gleeson-owned company were reported as $550,874.12, liabilities $244,554.93. Reason for unfortunate financial position was expenses attendant on prosecution of its TV grant, made in 1946 but later withdrawn when Channel 1 was deleted from TV bands, according to company's petition to Los Angeles Federal Court.

Broadcasting Corp. of America is TV applicant for Riverside and San Jose, Calif.

Company applied for an RFC loan, but was denied, its petition said, by an RFC rule prohibiting it from making loans to radio stations, newspapers, magazines.

"In The Heart of America...

KMBC
980 KC 6th ... CBS Affiliate
KFRM
Kansas
KMBC KFRM

It's the

KMBC KFRM

Team...and It's

Wholehearted"

Wholehearted

On The Air — or In Person!

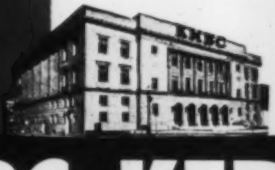
Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City's Primary Trade Area.

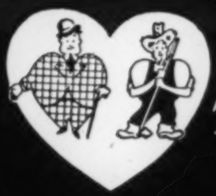
Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higsby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the "Brush Creek Follies" and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this "on-the-air or in-person" technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

To put it simply, to sell the Whole Heart of America, Wholeheartedly, use . . .





The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY